

# Dallas

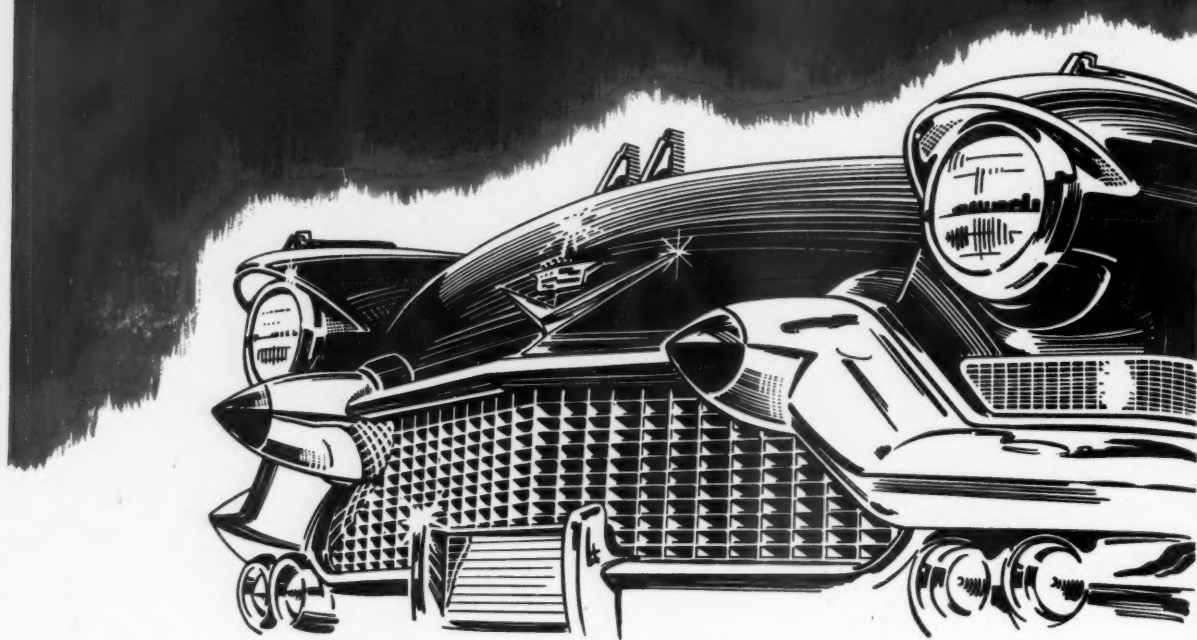



Bud Biagg

JUNE • 1957

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**DALLAS**  
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Opens 1959

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**FRENCH LICK, Ind.**  
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**SHERATON HOTELS—COAST TO COAST IN THE U. S. A. AND IN CANADA**



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# Dallas *Pioneers*



Established  
**1857** Sanger Bros.  
in Texas  
Opened Dallas Store in 1872

**1869** The Schoellkopf  
Company  
Manufacturers and  
Wholesale Distributors

**1872** Huey & Philp  
Company  
Wholesale Hardware, Hotel &  
Restaurant Supplies & Equipment

**1874** Binyon-O'Keefe  
Warehouse Co.  
"Moving, Household Goods, and  
Commercial Warehousing"

**1876** Trezevant &  
Cochran  
Insurance Managers

**1878** National Bank  
of Commerce  
Banking

**1889** Austin Brothers  
Steel Co.  
Steel for Structures of Every Kind

**1889** J. W. Lindsley  
& Company  
Real Estate and Insurance

**1892** The Egan  
Company  
Printing, Lithographing, and  
Embossed Labels

**1890** William S.  
Henson, Inc.  
Advertising Printing

**1896** Briggs-Weaver  
Machinery Co.  
Industrial Machinery  
and Supplies



JEFFERSON DAVIS was entertained royally here in 1875 and ladies played billiards at special tables. Ice for this hostelry cost 15 cents a pound in the seventies and was shipped from the Great Lakes. The Grand Windsor Hotel shown in the above photograph was Dallas' leading hotel for two decades. Its first unit was opened in 1875 as "the most elegant hotel in the South." Three years before this grand opening, Joseph Huey and Simon Philp, "terminal merchants," founded the firm of Huey & Philp in a small one-story box-house on Elm Street. The two partners prospered with Dallas and in 1881, bought their own building at Elm and Griffin Street. In 1896, the firm was incorporated as The Huey & Philp Hardware Company. For many years the firm carried on a wholesale and retail hardware business and in 1933 operated the largest hardware store in the nation. Today, the firm is exclusively wholesale and is rated as the fourth largest hotel supply house in the nation. Now in its eighty-fifth year the firm carries on extensive manufacturing operations as well as a wholesale hardware business under the direction of Alvin Huey Lane, a grandson of Joseph Huey Lane, as president, and William H. Philp, executive vice-president, a grand nephew of Simon Philp.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established  
**1897** Anderson  
Furniture Co.  
Dallas' Oldest Furniture Store

**1898** Lang's Floral  
& Nursery Co.  
The Southwest's Foremost Florist,  
Decorators, Nursery Landscapes  
Service

**1898** The Praetorians  
Life Insurance Service

**1902** Cullum &  
Boren  
Red Fox Athletic Uniforms  
Wholesale and Retail Sporting Goods

**1903** Smith's Detective  
Agency  
Burglar Alarm, Fire Alarm  
Radio Patrol Service

**1903** First Texas Chemi-  
cal Mfg. Company  
Pharmaceutical Manufacturers

**1904** Burton & Wilkin  
Over 100 Kinds of Insurance Sold

**1905** Rubenstein &  
Sons, Inc.  
Gulf Princess, Ready To Fry  
Breaded Shrimp  
Lady Rita Shelled Peas

**1911** W. W. Overton  
& Co.  
Investments

**1911** Graham-Brown  
Shoe Company  
Manufacturing  
Wholesalers

**1912** Stewart Office  
Supply Company  
Stationers — Office Outfitters

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## CONTENTS THIS MONTH

	Page
Washington Report: The Item Veto . . . . .	9
Dallas' Multi-Billion Dollar Convention Center . . . . .	10
Conventionneering in Dallas . . . . .	12
You Can Get a Hotel Room in Dallas . . . . .	14
Dallas Exhibit Space . . . . .	16
Big Time Conventions Mean Big Business for Dallas . . . . .	18
Committee Tallies First Half Year . . . . .	29
Women In Business . . . . .	73
Young Men Going Places . . . . .	81
Ad Index . . . . .	98
Pioneer Pages . . . . .	6, 99

# Dallas

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What's Doin' in July . . . . .	20	News Spotlight . . . . .	46
Books for Businessmen . . . . .	22	Chamber News . . . . .	54
Top Flight Visitors . . . . .	25	Conventions . . . . .	55
Aviation . . . . .	26	Sports . . . . .	56
Metropolitan Dallas . . . . .	32	Education . . . . .	58
Traffic and Highways . . . . .	34	Civic Events . . . . .	62
Transportation . . . . .	36	Clubs and Associations . . . . .	74
Medicine . . . . .	38	New and Expanding Business . . . . .	82
Dallas World Trade News . . . . .	42	Appointments and Promotions . . . . .	89

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*"Why don't you give the First in Dallas  
an opportunity to say yes?"*



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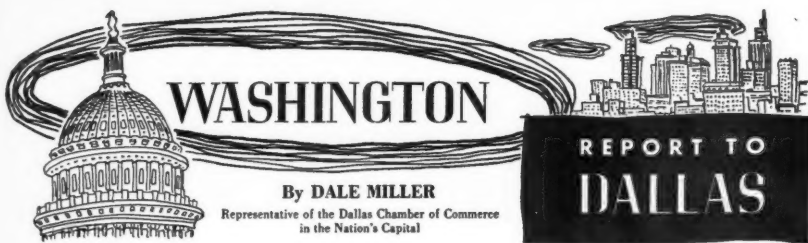


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## The Item Veto

An unexciting but interesting controversy is being waged on Capitol Hill these days among members of Congress who are thoughtfully interested in the science of government. The controversy evolved from the introduction of proposed constitutional amendments which are designed to confer greater power upon the President in his exercise of the veto. Under existing law the President is empowered only to approve a bill enacted by Congress or to veto it in its entirety. He has no authority to exercise a selective veto—that

is, to veto certain provisions of a bill. It's a case of all or nothing at all—and this restriction goes back to the Constitution itself, which explains why the legislation introduced to alter this condition is in the form of constitutional amendments.

The curious feature of this controversy is that it is non-partisan, and even non-ideological, if that is a suitable term to differentiate between liberal and conservative points of view. It is a controversy which has been going on for nearly a hundred years, and every President who has expressed his views on the subject during that time, whether he was a Republican or a Democrat, has been fully in accord with the positions of his predecessors. And by the same token every Congress that has considered the proposition has taken an identical position with respect to it, whether the Congress was controlled by the Democrats or by the Republicans. Furthermore, the controversy has ignored ideological lines, some liberals and some conservatives supporting and opposing the respective positions of the executive and the legislative branches of the government.

Under those unusual circumstances the controversy can be regarded as more or less intramural within the halls of govern-

ment, and unlikely to arouse much interest in the general public; but it nevertheless relates seriously to fundamentals in the American system of government and thus deserves more than passing attention.

Furthermore, its effects are not merely academic but practical, as will be demonstrated further down this page with regard to a matter vital to Dallas.

President Eisenhower seeks, as did others before him, the authority to veto individual items in bills, and a House Committee is now conducting hearings on resolutions to confer that power upon him. The texts of the resolutions vary from those which would clothe him with full authority with respect to all legislation to those which would restrict the authority to authorization and appropriation bills. The latter proposals are more forthright, since the real issue which has revived the controversy has been the avid desire of executive agencies to control the public works program through the use of the selective veto.

Proponents of the amendments contend that the President is entitled to this latitude, and in support of their position they cite the fact that forty states confer such power upon their chief executives. They lean heavily on the argument of economy, too, contending that river and harbor bills enacted by Congress include many projects which had not received the blessing of executive agencies and could thus be deleted. Their argument is superficially persuasive, particularly at such a time as now, when Congress is acutely sensitive to pressures purporting to emanate from economy sources.

Nevertheless, it seems to me that it would be grievously unwise for the Congress to grant this extraordinary power to the President. To do so would be to accelerate an unwholesome trend in government which has been inexorably underway during the past quarter of a century. Ever since the New Deal's early days bureau-

cracy has grown and distended, and concomitant with that development has been a continuous flow of power away from Capitol Hill and toward the manifold Federal agencies. This has meant a flow of power away from the people themselves, since Congress, whatever its virtues and faults, is elected directly by, and responsive to, the people—while a cold and turgid bureaucracy is neither. This trend has produced bureaucratic regimentation and exorbitant budgets, and it should be arrested. Any constitutional amendment to clothe the executive branch of the government with still more power would be a long step in the wrong direction.

A reference to the President and bureaucracy in the same breath is inescapable, since the responsibilities of a President are so numerous and onerous that they can be discharged only by his agencies. The projects contained in river and harbor bills are a case in point. No one would expect the President personally to make a detailed study of a small dam on Escondido Creek, if he had the power to approve or veto each project in an omnibus bill, so such a study would be undertaken by the Bureau of the Budget; and if that particular project had not been recommended to Congress earlier by the Bureau it would simply be deleted after Congress had seen fit to add it. Consequently, the

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### Powers of the Presidency: Congress should be wary of enhancing authority of the executive branch.

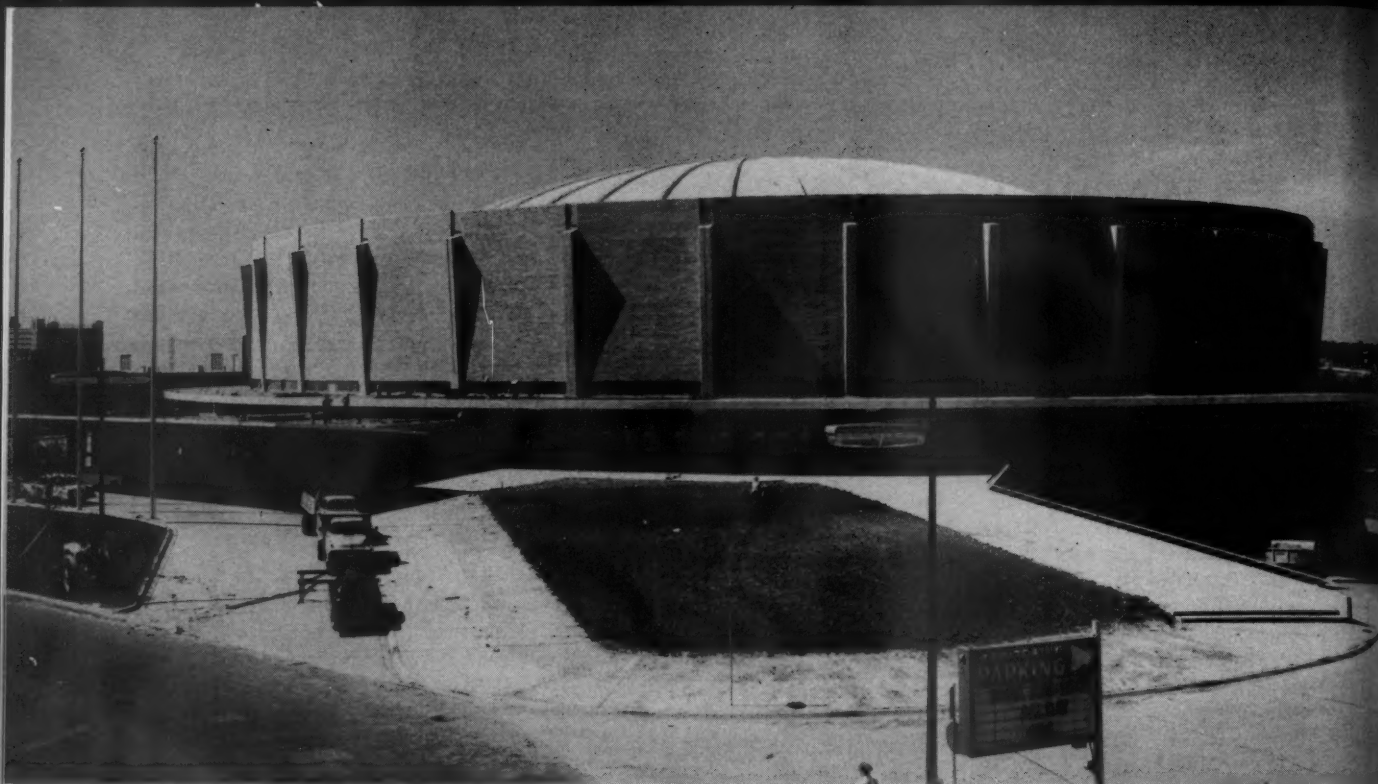
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item veto power would merely substitute the judgment of the Bureau of the Budget for that of Congress, thus superimposing the will of bureaucracy on the manifest will of the people.

Now, as to Dallas, the most devastating flood in the history of the Trinity was prevented by the construction, just in time, of four Federal reservoirs; yet it is a remarkable fact that only one of the four was originally approved by the Bureau of the Budget. The other three were inserted in river and harbor bills over the Bureau's opposition, and it is a reasonable assumption that if the power to veto individual items had been in effect at that time those three reservoirs would have been eliminated. The consequences of that autocratic behavior would have been catastrophic indeed.



DALE MILLER



## Dallas' Multi-Million Dollar Auditorium

Although Dallas has long been known as the industrial metropolis of the Southwest, it has never before been able to accommodate a convention or exposition of more than 4,500 people.

With the completion of Dallas' new Memorial Auditorium, however, the picture has changed. The impressive structure rising above the 700 block of South Akard can handle 10,439 people in one area alone and can service three different conventions at one time.

The facilities of the Memorial Auditorium put Dallas in a class — convention-wise — with such cities as Cleveland, Detroit, Kansas City, San Francisco, Washington, Miami and Miami Beach, Milwaukee, St. Louis and Philadelphia.

Auditorium officials, in fact, think that only three cities — New York, Atlantic City and Chicago — have better convention facilities than Dallas.

Primary among the advantages of the Auditorium is its location. Dallas, in a central position geographically, is accessible to all United States population centers, and the Auditorium itself is within walking distance of the downtown shopping districts and hotel areas.

Parking facilities are also among the chief selling points to prospective conventioners. The Auditorium lot will hold 1,000 cars, and 3,000 more autos can be accommodated within a two-block area.

Probably the outstanding quality about the Auditorium is its variety of seating capacities. The arena can handle more than 10,000 people, and the theater seats 1,773. Meeting rooms seat from 60 to 1,000 people.

Built in two sections — the arena area and the convention

center, which houses the theater — the Auditorium not only accommodates national, regional and local conventions, but it is also designed for such civic affairs as athletic events, speeches, concerts, circuses and carnivals, pageants and religious programs.

Exposition-type gatherings find at their disposal more than 100,000 square feet of air-conditioned exhibit space. The National Association of Plumbing Contractors, which met at the Auditorium the week of June 10, invited the public to see its display of modern kitchen ideas in the exhibit area.

Convention managers also like the facilities of the Auditorium theater, which has almost perfect acoustics and full stage and sound equipment.

The location of the theater in the Auditorium will also add to the cultural and entertainment opportunities of Dallas. W. W. Vanderslice, Auditorium director, expects to book theatricals and shows for one and two-night stands. A self-contained ice unit will be brought into the Auditorium August 24 by the company of a show called "Holiday on Ice," and Lawrence Welk and his orchestra will play for the Variety Club's Turtle Derby show in the Auditorium September 6.

Although the building will not be formally dedicated until the week of September 8, the facilities of the domed arena portion have already been utilized by groups of various sizes.

The Auditorium also has bookings through the year 1962, and such groups as the Dallas Gift Show have contracted for space twice a year through 1960.

Location, seating capacities, parking facilities, exhibit space — all these combine to make the Dallas Memorial Auditorium a key convention center for national, regional and local groups of all sizes.

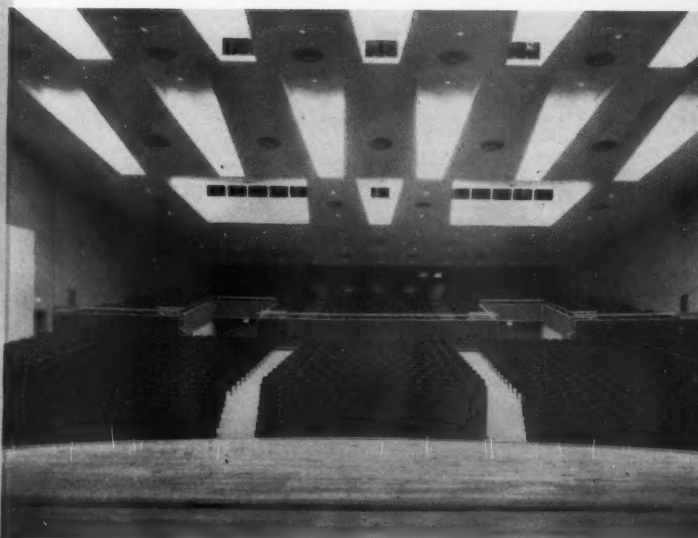
EXPOSITION-TYPE gatherings and conventions find at their disposal more than 100,000 square feet of air-conditioned exhibit space located on the Auditorium's lower level. One of the best-lighted structures in the United States, the exhibit area contains utility tunnels in the floor with facilities for gas, water, compressed air and disposal. Electrical outlets accommodate any type of show, and an acoustical tile ceiling makes for a pleasant atmosphere.



MOST STRIKING feature of the Auditorium is the domed arena area, which can seat more than 10,000 — 7,600 in permanent seats and 2,400 in portable seats. The arena is three stories high and 300 feet wide — without a single supporting column to obstruct the view. Cantilever beams support the wide span of the domed roof, and the arena's exterior will be floodlighted at night to make the Auditorium visible from considerable distances.



JUST SOUTH of the arena is the second area of the Auditorium structure — a rectangular building equivalent to three stories in height, designed as a convention center. Main feature of the building is this little theater, which seats 1,773. The theater has full sound and stage equipment and will greatly enhance the cultural and entertainment opportunities in Dallas. From this area will originate the Lawrence Welk show on September 6, as part of the Variety Club's annual Turtle Derby spectacle.



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THE CONVENTIONEER will return to the Old West if he visits the Ghost Town at Godfrey Ranch patterned after the famous Old West feature at Knott's Berry Farm in Los Angeles.

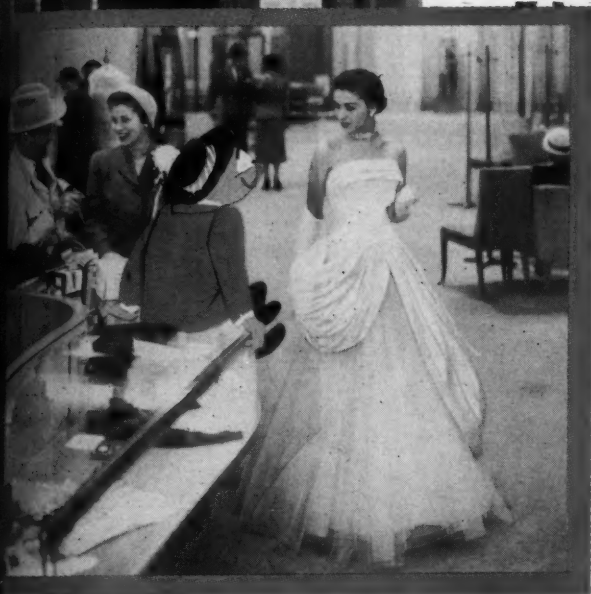
ONLY ONE OF THE UNUSUAL displays at Dallas' Fair Park is the Esplanade of Light. Thousands of vividly colored lights illuminate the reflecting pool extending from the Hall of State to the main entrance of the park.

DALLAS' FA  
customers fr  
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manufacture



DALLAS' STATE FAIR MUSICALS, under the direction of Charles Meeker, stage the cream of the Broadway musicals each year. The 1957 season brings Fanny, Rosie Marie, South Pacific, Annie Get Your Gun, Texas Li'l Darlin' and during the State Fair, My Fair Lady. This season's musicals will star Jack Carson, Patrice Munsel, Anna Maria Alberghetti, Gisele MacKenzie and Bill Hayes. In the Fall Margo Jones' Theater 56 will begin a new season of theater-in-the-round.

# Conventionneering in Dallas



DALLAS' FAMOUS STORES and shops draw customers from all over the world. Dallas is one of the nation's leading centers in the manufacture of Women's sportswear.



THOUSANDS OF DALLAS VISITORS have climbed aboard Monorail No. 1 for a look at a new era in transportation.

# YOU CAN GET A



# ... IN DALLAS

You can get a hotel room in Dallas. Contrary to ill-founded rumors, you can usually get a room in one of the major downtown hotels—and you can always get a room in one of the thirty member hotels of the Dallas Hotel Association. Dallas has approximately 6,000 air-conditioned, first class hotel rooms. This is considerably more than are now available in many cities in a much larger population bracket than Dallas.

The popular misconception about the Dallas hotel situation stems primarily from emergency calls to Dallas businessmen for hotel accommodations at such times as the annual Texas-Oklahoma Game and during Cotton Bowl Week. Incidentally, last year plenty of hotel rooms were available in the major downtown hotels during the Cotton Bowl Classic.

A prominent oil man in Oklahoma calls a friend of his in Dallas at the last minute and asks him to use his influence to ar-

range hotel accommodations for the Texas-Oklahoma Game. When the Dallas man is told that the major hotels are "sold out," he concludes that Dallas hotel space is inadequate. The same is true when a leading merchant in the trade territory calls one of his major Dallas supply sources and tells him that he must have a suite in one of the leading hotels for the Cotton Bowl Game. The man who is turned down for reservations assumes that a peak period room shortage is a general situation. The reverse is actually true.

The real difference between fact and rumor as it concerns Dallas hotel space is pointed up in a recent survey conducted by Horwath & Horwath, nationally known hotel accountants and consultants, on the occupancy situation in Dallas major downtown hotels. This survey shows that for the 1956-57 period there were only 17 days when the occupancy was 96 per cent

or above. That same survey for the 1956-57 period shows there were 186 days in which occupancy was 65 per cent or less. Bear in mind that this survey takes in only the major downtown hotels. A much lower percentage of occupancy would have been shown in the other member hotels of the Dallas Hotel Association.

Dallas has been steadily adding to its hotel facilities during the Post-War period. In addition it has geared its hotel operations to take care of the nation's largest conventions and trade shows. Last year these conventions and trade shows brought in \$23 million and more in new money to Dallas. In order to secure these conventions it is necessary for Dallas hotels to commit blocks of rooms in advance. However, this does not pre-empt Dallas hotel space. Admittedly in peak periods of markets, conventions and trade shows, downtown hotel rooms are hard to come by. This does not mean that even in these peak



# Hotel Space Availability for Period Between May 1 Through June 9, 1957

(Compiled by the Dallas Hotel Association)



periods other first-class hotel rooms are not available in Dallas.

It does Dallas no good for some of its business men to pass the word that hotel rooms are not available in Dallas. Most of Dallas' major conventions are secured through the active cooperation of Dallas leaders who occupy positions of prominence in national organizations. It is essential to the future of Dallas as a convention and marketing city and to the well being of industry as a whole that the business community should have a realistic concept of the true hotel situation.

At no time in Dallas are visitors required to hunt feverishly for hotel rooms and accommodations. Through its association machinery, ordinary operating procedure and courtesy desks at major hotels, visitors are channeled to available hotel rooms without the worrisome bother of having to go from hotel to hotel to seek accommodations.

On advance requests for reservations where the major hotels are unable to confirm the potential visitor is offered the option of taking a firm reservation from another hotel or changing his Dallas visit

to another date. Where the reservation request is made in person at the hotel, an assistant manager will secure other accommodations or the visitor will be handled through the machinery of the Dallas Hotel Association. Whatever the situation the visitor is not left to shift for himself. Neither does he wind up in a "bowl and pitcher joint." The machinery of the individual hotels plus the facilities of the Dallas Hotel Association are geared to insure that all Dallas visitors will be taken care of.

(Continued on Page 50)

# Dallas Exhibi Space



THE STATE FAIR Automobile Building has 84,976 square feet of exhibit space and State Fair General Exhibits Building, right, affords 72,000 square feet of permanently divided space for exhibitors.

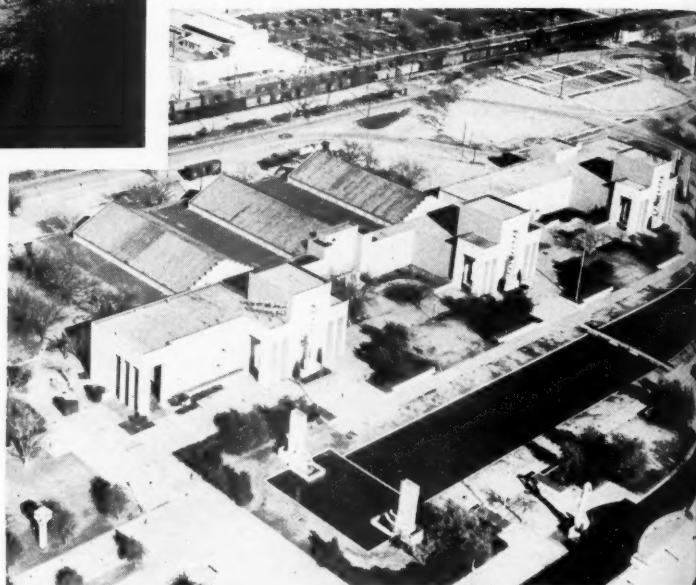
Ample, convenient meeting and exhibit space — the hallmark of a fine convention city — establish Dallas as a convention leader.

Dallas' spacious, ultra-modern Memorial Auditorium is backed up by a full complement of auxiliary meeting and display areas.

Second only to the Auditorium as an exhibit site is Fair Park, with seven major display buildings and a combined total of more than 312,000 square feet of exhibit space. The General Exhibits Building leads the group with 72,000 square feet of permanently divided exhibit area and the Automobile Building is second, boasting 84,976 square feet. Newest of the Fair Park installations, the completely air-conditioned Women's Building offers over 50,000 square feet of exhibit area and the adjacent Foods Building adds another 30,000. Nearby, the Agriculture Building has 49,000 square feet of display space.

Dallas offers both indoor and outdoor meeting space to conventioners. New Memorial Auditorium Arena, seating 10,000, and State Fair Auditorium, with a capacity of 4,285, both offer air-conditioned, indoor accommodations. Outdoor facilities include the Cotton Bowl in Fair Park, with 75,504 seats, and the State Fair Band Shell, 6,000 seats.

See the opposite page for complete listings of all major exhibit and meeting space available in Dallas.



INSIDE the Automobile Building, hundreds of displays are shown.



# MAJOR CONVENTION EXHIBIT AND MEETING SPACE AVAILABLE OUTSIDE OF HOTELS

EXHIBIT SPACE	STATE FAIR FOODS BLDG.	STATE FAIR WOMEN'S BLDG.	STATE FAIR ELECTRIC BLDG.	STATE FAIR AUTOMOBILE BLDG.	STATE FAIR GENERAL EXHIBITS BLDG.	STATE FAIR AGRICULTURE BLDG.	MEMORIAL AUDITORIUM EXHIBIT SPACE
Seating Capacity Without Exhibit Space	4,285 (in two halls)	7,142	3,785	12,139	—	7,000	—
Exhibit Space (square footage)	30,000	50,000	26,500	84,976	72,000 Permanently Divided	49,000	102,800 Sq. Ft.
Number and Capacity of Meeting Rooms	2—2,857, 1,428	Partitioned Into 4 Rooms Seating 1,700 Each	1 — 300	One Hall—12,139	None	2—3,500 Each When Partitioned	10 Rooms 40—60—60—60 100—200—350 375*—250*—250*
Parking Space — Number of Cars	12,000 Cars	12,000 Cars	12,000 Cars	12,000 Cars	12,000 Cars	12,000 Cars	1,000 Cars
Rental Costs	On Request	On Request	On Request	On Request	On Request	On Request	On Request
Floor Plans Available	On Request	On Request	On Request	On Request	On Request	On Request	On Request
Air Conditioned	No	Yes	No	No	No	No	Yes
Indoors and Outdoors	Indoors	Indoors	Indoors	Indoors	Indoors	Indoors	Indoors
Location	2 Miles Downtown	2 Miles Downtown	2 Miles Downtown	2 Miles Downtown	2 Miles Downtown	2 Miles Downtown	Downtown
Unloading Facilities	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Storage Space	Yes	Yes	Yes	Yes	Yes	Yes	Yes
MEETING SPACE	MEMORIAL AUDITORIUM ARENA	MEMORIAL AUDITORIUM THEATRE	COTTON BOWL	STATE FAIR AUDITORIUM	STATE FAIR BAND SHELL	STATE FAIR ICE ARENA	STATE FAIR GRANDSTAND
Seating Capacity Without Exhibit Space	10,000	1,773	75,504	4,285	6,000	5,650	4,800
Exhibit Space (square footage)	—	—	—	Limited	—	—	—
Number and Capacity of Meeting Rooms	10 Rooms 40—60—60—60 100—200—350 375*—250*—250*	40—60—60—60 100—200—350 375*—250*—250*	—	—	—	—	—
Parking Space — Number of Cars	1,500 Cars	1,500 Cars	12,000 Cars	12,000 Cars	12,000 Cars	12,000 Cars	12,000 Cars
Rental Costs	On Request	On Request	On Request	On Request	On Request	On Request	On Request
Floor Plans Available	On Request	On Request	—	On Request	On Request	On Request	On Request
Air Conditioned	Yes	Yes	No	Yes	No	No	No
Indoors or Outdoors	Indoors	Indoors	Outdoors	Indoors	Outdoors	Outdoors	Outdoors
Location	Downtown	Downtown	2 Miles Downtown	2 Miles Downtown	2 Miles Downtown	2 Miles Downtown	2 Miles Downtown
Unloading Facilities	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Storage Space	Yes	Yes	Yes	Yes	Yes	Yes	Yes

\*Capacity of three combined rooms 875.



**BIG**

## Time Conventions Mean Business for Dallas

Dallas has hit the big time in the convention business — and it's a *big* business!

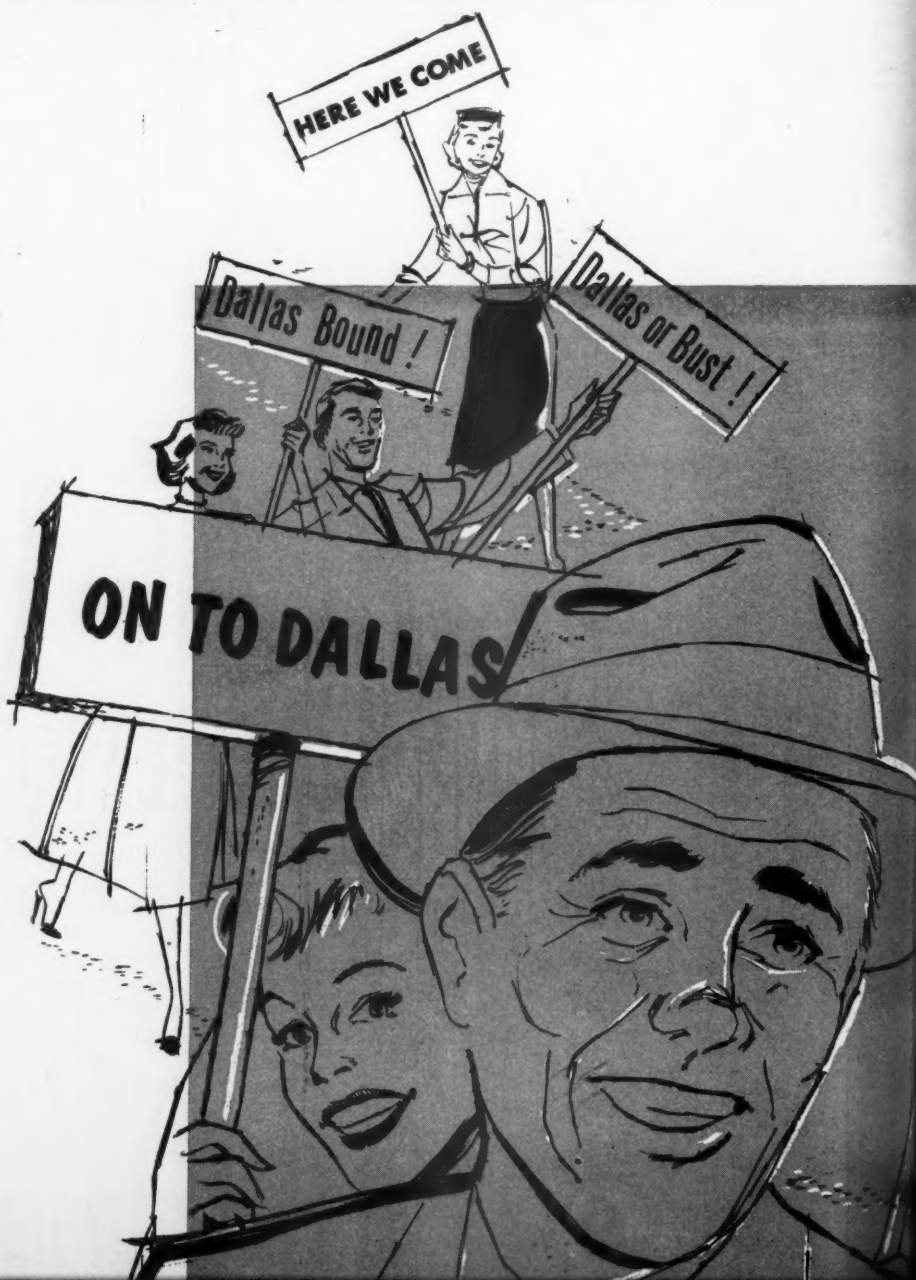
Last year, as the city welcomed 2,350 conventions, Dallas cash registers rang up \$2,557,000 in sales to free-spending conventioners — money that helped to swell the pocketbooks of almost every one in Dallas, at least indirectly.

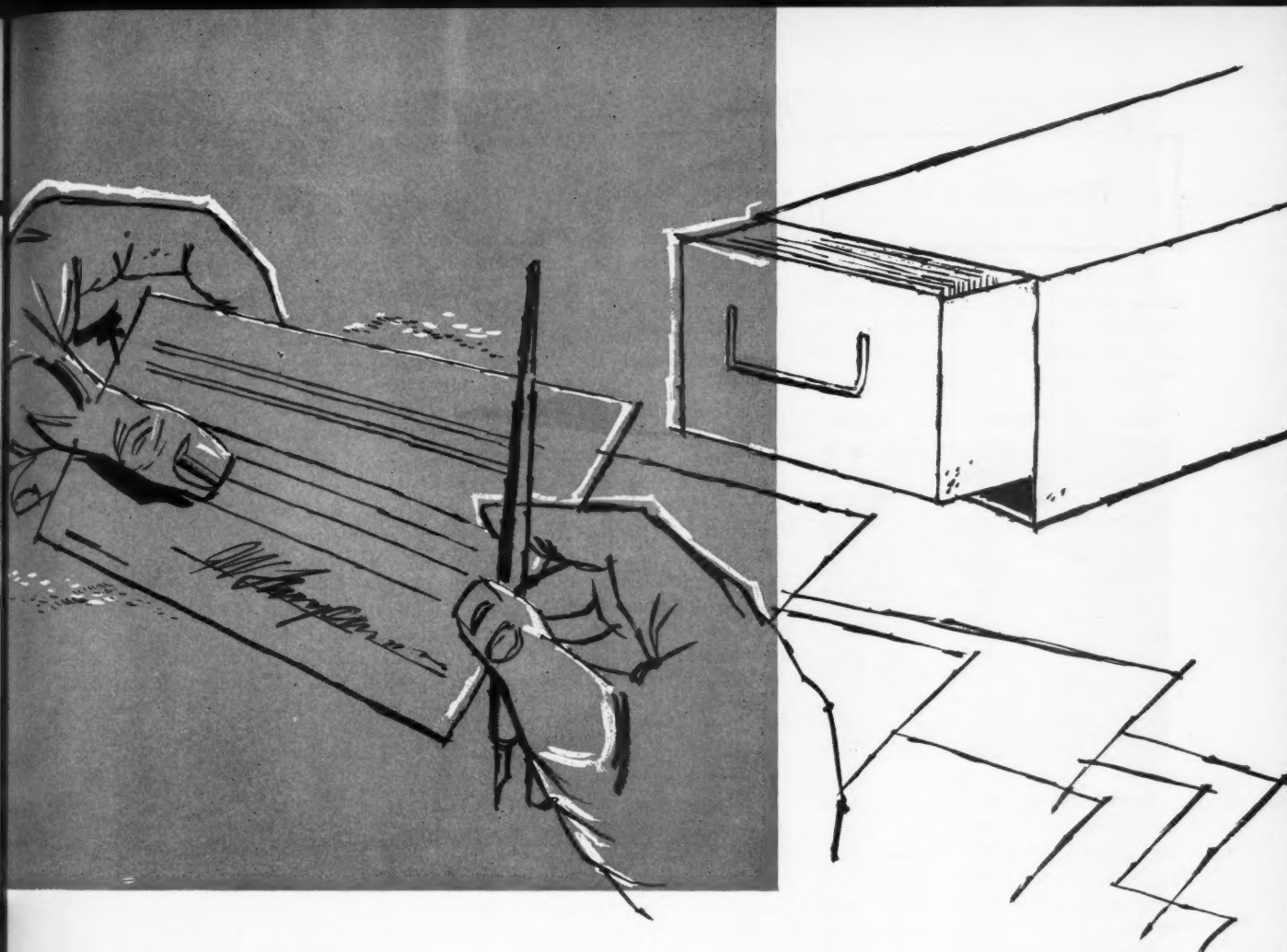
Already ranking seventh in the nation in terms of total future bookings of national conventions and those representing more than one state, Dallas' prospects for the future promise an ever-increasing slice of the convention trade.

The full-time job of keeping conventioners on the road to "Big D" goes on in the Convention Department of the Chamber of Commerce. Manager Z. E. Black, his assistant John F. Spragins, Jr., and secretary Katherine DeLee form the core of an organization which keeps the convention market aware of Dallas' attractions and facilities, services the needs of conventions during their big visit to Dallas and keeps 'em coming back for more!

The familiar sight of badge-wearing conventioners registering in our hotels, window-shopping along downtown Dallas streets and dining in our restaurants represents the final chapter in a series of operations carried on by the Convention Department.

Membership in the International Association of Convention Bureaus is a mainstay of the work of the Convention staff, according to Manager Black. The Association reports to its 56 member cities periodically on over 90 per cent of the conventions held throughout the nation, listing the size of the convention and the





names of its chief officials. The information provided in IACB bulletins keeps Dallas' finger directly on the pulse of convention activities throughout the country and helps the Convention Department revise and build upon its basic file of 1,600 groups earmarked as prospective Dallas convention customers.

Selling Dallas on the local level is an important phase in every convention project. The regional meeting, considered an excellent incubator for national conventions, is always a popular visitor in Dallas, and the Convention staff devotes a great deal of careful work to the success of such meetings. They've found that building a solid reputation for fine service and facilities with regional groups pays off in national dividends!

The Convention Department brings its special services into play as soon as a convention's key man arrives in Dallas for an inspection of the city's facilities. Staff members escort the official on a complete tour of hotels, and meeting and exhibit

places, discuss individual convention problems with them and offer suggestions for program arrangements.

"We try to offer our groups that 'added touch' of service that will make their Dallas convention more enjoyable and more successful," explains Mr. Black.

On the more practical side, the Convention Department smooths registration procedures by making an experienced registration staff available, lends registration materials, such as "jumbo" typewriters to convention groups, and supplies promotional literature and photographs for convention publicity.

The Convention Hotels Reservations Bureau, co-sponsored by the Dallas Hotel Association and the Dallas Chamber of Commerce, is perhaps the most outstanding single service offered in association with the Convention Department. Managed by Executive Secretary Connie Sherman of the Dallas Hotel Association, the bureau is available to all national and international conventions visiting Dallas.

Acting as a centralized local agency for the efficient handling of reservations for large conventions, the Bureau clears all reservations, provides information and works directly with convention officials to simplify the operation of housing a large number of visitors to the city. Working in direct contact with local convention hotels and convention officials, the Bureau's service relieves the visiting organization of the burden of reservations problems and smooths the task of reservations work for the individual hotels, too.

Manager Connie Sherman anticipates the "biggest year yet" for her one and one-half year old Reservations Bureau in 1958, when six national and international conventions visiting Dallas promise to keep the city and Chamber staff members on their toes!

But no doubt the Convention Department, long accustomed to the demands of a hefty convention trade in Dallas, will echo her words:

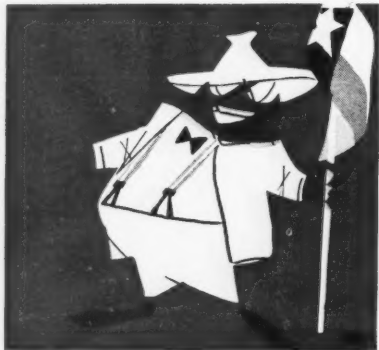
"We're ready and willing to serve!"

## Dallas

### What's Doin' in July

Thanks to the State Fair Musicals, Bob Glenn, the two hotels and the movies we will still be in business at the old stand in July, the month regarded as "dead" by show business\*.

#### "Texas' Lil' Darlin'" and "Annie"



Two reasons why we are not in for such a bad time are the State Fair Musical presentations, "Texas' Lil' Darlin'," 8-21, and "Annie Get Your Gun," the 22nd on. Both of these shows have played Dallas before — "Annie," a couple of times. But both were smash hits when previously played and are so shored up with talent they can't possibly miss.

We wonder, however, if "Texas' Lil' Darlin'" won't be doctored up a bit before taking the boards. As we recall, the plot was about a bunch of fresh young World War II veterans pitted against a Texas politician on some post-war matters. The World War II veterans we know can no longer be regarded as fresh or young and all they have to show for their post-war problems are a few old scars. But then, there wasn't much of a plot to be doctored, the show being built around the ridiculousness of some Texas politicians which some folks say hasn't changed. Best part of the show will be Jack Carson repeating his old role of the politician.

"Annie," however, can play untouched. The heroine is Annie Oakley, whose skill at shooting little holes in things caused her name to be applied to that great American (and punched) institution, the Free

\*An old story goes that the famous Lambs Club, the actors' fraternity, was once presented an oil painting entitled "July". It was awful and yet the donor was such a friend of the membership no one knew how to refuse it. Finally Maurice Barrymore — John, Lionel and Ethel's father — was asked for an opinion. "Accept it," snorted Maurice over his whiskey sour. "That — but why?" asked the membership. "It proves," replied Maurice, "that July can never be as bad as it is painted".

Pass.\*\* And in this Irving Berlin fantasy, Annie because of that skill is given a job with Buffalo Bill Cody's Wild West Show where she finds love and professional rivalry in Frank, the show's other sure-shot. And the theatre-goer finds one of Irving Berlin's brightest shows and best musical scores. Among the music you'll find "Doin' What Comes 'Natcherally'," "The Girl That I Marry" and — what has become the anthem of the industry — "There's No Business Like Show Business!" But you say you're not satisfied, you say you want more? Okay! Tell you what Meeker's gonna do! For the price of one ticket you get not only this sensational plot, you get not only Irving Berlin's music and all that jazz — in addition, friend, Meeker's going to present that sterling songstress of "Hit Parade" and countless musical smashes, Gee-zell MacKenzie. Now step around those trampled bodies, friend — the line to the box office forms to the right!

#### Adolphus Back on Talent Kick

Wouldn't you know it? No sooner do we report that the *Adolphus* has adopted a minimum entertainment policy than their *Century Room* starts booking in top floor show acts right and left. As you read this the *Del Rubio Triplets* will be winding up their run. Then *Jay Lawrence*, a young comedian, starts the 4th, followed by a double bill show: *Nick Lucas* and *Jean Shannon* and *The Brooks Brothers* the 18th. Nick Lucas, incidentally, was the singer-guitarist who made the Top Ten back before there was a Top Ten, with the song "Tiptoe Through the Tulips."\*\*\*

*Statler's Empire Room* will give good account of itself, too. They swap *Rusty Draper* for songstress *Gogi Grant* the 11th and wind up the month with *Larry Storch* starting the 25th. Those of you that soured on Larry when he was on TV are urged

\*\*It has been cynically remarked that the pass is called an Oakley because the management would like to shoot little holes in the guys that use the free pass.

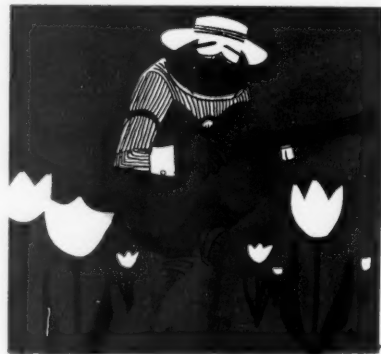


to catch him in a nightclub setting. Not because his material is blue either. On the contrary, Larry's is a pretty clean act but his characterizations fare better in the person-to-person intimacy of a club room. Ah, the rapport between entertainer and half-crocked customer!

Incidentally, a new band will fill in for the *Bob Cross Orchestra* July 11 through September 4 at the Empire Room. Will be *Chuck Cabot's Band* from the West Coast.

#### Concert Readings

Ever since the *Drama Quartet* scored such a smash with Shaw's "Don Juan in Hell," "concert readings" have been popping up all over the place. Usual procedure calls for the actors to enter a stark stage dressed in evening dress, perch themselves on a row of bar stools and, opening oversized, leather-bound scripts, begin to read. Robert Glenn plans three such readings for July. 2-14, he'll present Sean O'Casey's "Pictures in a Hallway"; 16-28, the romantic tragedy, "Romeo and Juliet," and the 30th on, a group of readings by Existentialists.



#### Lots of Good Movies in July

Probably the biggest boxoffice attraction will be *Jerry Lewis'* new vehicle, *The Delicate Delinquent*, which may answer the question Dean Martin fans are asking, "Can Lewis make it alone?" Us, we're more worried for Dean. Jerry will make a personal appearance at the Majestic the 12th to boost the picture. Other big shows in July: *Prince and the Showgirl* — Laurence Olivier makes a princely pass at Marilyn Monroe. *Sweet Smell of Success*, Tony Curtis as columnist Bert Lancaster's dirt digger in a tough movie about slime writers. *Love in the Afternoon*, so help us, Gary Cooper not in a Western, makes candle-lit love to Aubrey Hepburn.

tom crabbtree

\*\*\*Not to be confused with the current rave, "I Got a Rose Between My Toes, A-Runnin' Through The Hot House To You".



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## Dallas

### Books for Businessmen

With atomic energy looming so large and so real in the future of American business, many business people keep a close watch on developments in the field. The scene is changing rapidly and 1957 has seen several new books which discuss the latest advances.

A good introduction is *Peacetime Uses of Atomic Energy* by Maurice Mann. A simply-written, well-illustrated book, it discusses all the non-military applications of atomic energy and speculates on what the future may hold. A glossary of industrial and technical terms will be helpful to the reader.

*New World of the Atom* by James Stokley has a chapter on the much-discussed problem of radioactivity. He also discusses the impact of atomic energy on industry and tells of the specific uses of atomic energy in industry, agriculture, medicine, and biology. Of special interest is a chapter on the problem of international control.

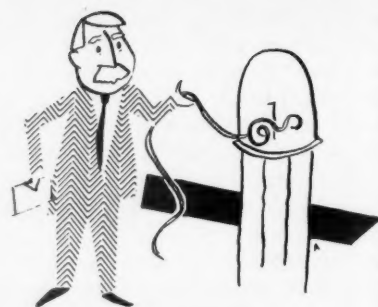
Gordon Dean, former head of the U. S. Atomic Energy Commission, has issued a new edition of his *Report on the Atom*.

Although written for non-scientists, it is a serious discussion which surveys the whole field—from uranium ore to the atomic bomb to peacetime uses of atomic power.

Since the British seem to be forging ahead of the rest of the Western World in the development of nuclear energy in industry, a look at what is going on in Great Britain should prove of interest. *Nuclear Energy in Industry* by J. G. Crowther covers the British contribution very well. It includes a detailed description of Calder Hall, the huge nuclear power plant which began generating electricity commercially in Britain last year. His descriptions of the various kinds of nuclear reactors is especially good. He also writes well on the uses of isotopes in industry and on the new metallurgy which is developing from recent advances in atomic research.

★

If use of books in Dallas Public Library is a good criterion, investments in stocks and bonds comprise one of the most important segments of the Dallas economy. The better-known financial services such as *Moody's Investor's Service*, *Standard and Poor's Corporation Records*, the *Fitch Weekly Survey*, *Investographs*, and *Horsesey's The Stock Picture* are in almost constant use. Other material available in the Dallas Public Library which should be



more widely known are files of the *Wall Street Journal*, which are available on microfilm back to 1925, and the annual reports of all the companies listed on the New York and the American Stock Exchanges, which are available on microcard.

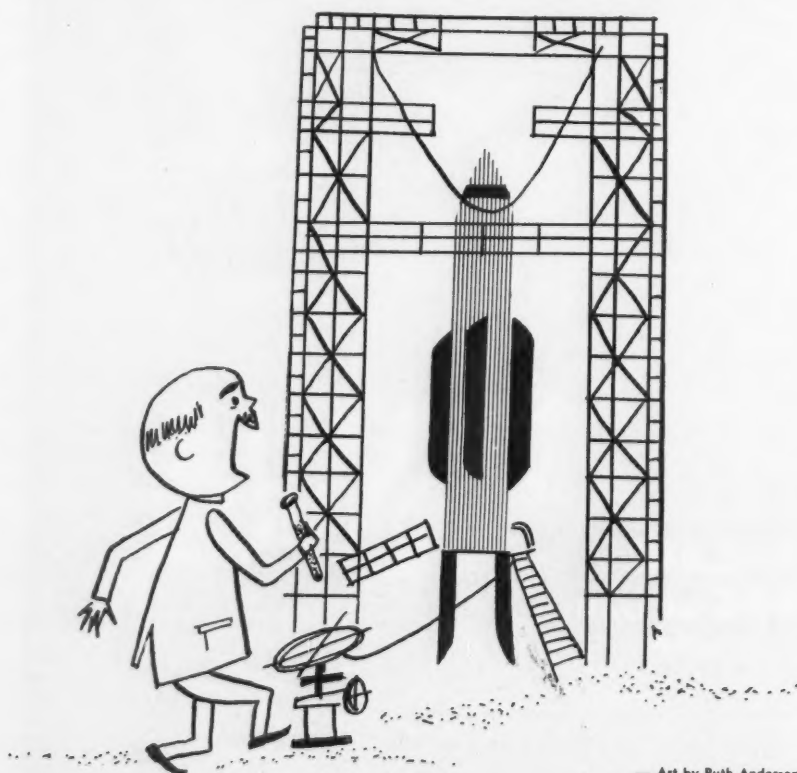
Because of the strong interest here, new books in the field of investments are always welcome. Noteworthy is a new edition of the standard text on the stock market: *The Stock Market* by George M. Leffler. Often used as a college textbook, this has as complete a coverage as can be found in one book. It describes the various stock exchanges and tells how they work. It gives a detailed study of various types of stocks and bonds and how they are traded on the market as well as good descriptions of aids to the investor such as stock market averages and the Dow theory.

A completely different kind of book on investments is *Standard and Poor's Selecting Stock for Buy for Profit*. It is a completely practical book that concentrates on the selection of stocks. Its aim is not to teach how the stock market works but to answer the question: Which stock shall I buy now?

The economic boom in Canada has turned the eyes of many Dallas investors north of the border. This interest has been heightened by the fact that the Canadian dollar is now worth more than the American dollar in international exchange. Of special interest, then, is a new book, *Profits in Canadian Securities* by Douglas P. Thomas. It will help the investor decide whether or not he should invest in Canadian securities, give him a better understanding of the Canadian economy, and provide practical advice on which stocks to purchase.

★

Every month brings new titles to add to the shelf of books on office automation. A new one published by Controllership Foundation (which has pioneered in automation research) is called *Appraising the Economics of Electronic Computers* and



— Art by Ruth Anderson

was written by Frank Wallace. It is a very detailed blueprint of exactly how a company should go about deciding if a computer would be economically feasible. It gives a step-by-step account of how to organize the study, how to assign people to the various phases of the study, and what kind of figures they will need to compile. It tells how to evaluate the data collected, how to determine requirements, and how to figure costs. It ends with a discussion of how to install and operate a computer.

High taxes have brought a renewed interest in depreciation policy. In recognition of this, the Machinery and Allied Products Institute has sponsored a book called *Realistic Depreciation Policy* by George Terborgh. The emphasis is on depreciation of machinery but it includes depreciation of plant and other types of equipment. It discusses the various types of depreciation, the law of depreciation, and contains a long discussion of how depreciation fits into the tax structure. It points out the advantages of a realistic depreciation policy and has a good outline of depreciation accounting.

★

At the time when man first began to barter goods he also began to see the necessity for a bookkeeping system. As business became more complicated the need for a universally-accepted accounting system also grew — profits must be calculated and assets evaluated. *Studies in the History of Accounting*, edited by A. C. Littleton, provides us with the story of how present-day accounting evolved. It begins with the very earliest systems, but emphasizes the technique of double-entry bookkeeping which goes back as far as the 13th or 14th century.

★

The industrial scene continues to be disturbed by the recurring difficulties in settling wage disputes. Elliott Jacques' *Measurement of Responsibility* (subtitled, *A Study of Work, Payment, and Individual Capacity*) tries to present facts which will simplify wage settlement disputes. This book, a British study published by Harvard University, is not a how-to-do-it type of book. It is, instead, a serious discussion aimed at giving the reader a deeper understanding of the problems involved in order to find a more satisfactory solution.

by Sam G. Whitten

Science and Industry Department  
Dallas Public Library

DALLAS • JUNE, 1957

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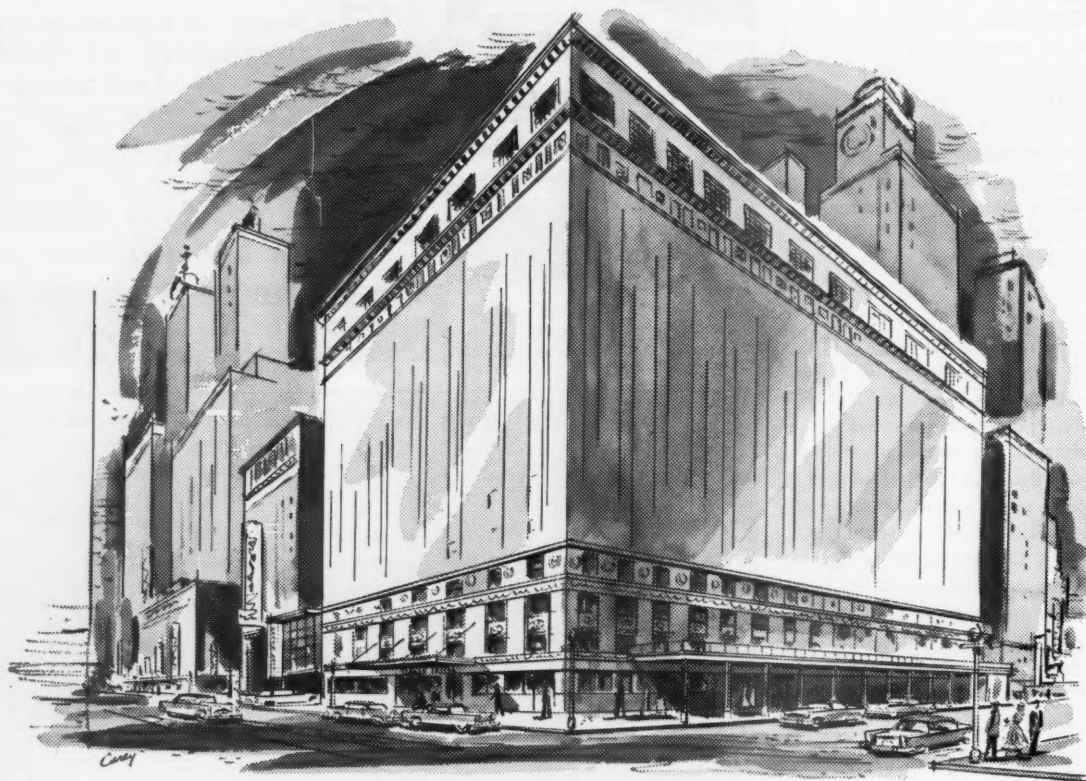
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## TOP FLIGHT

## Visitors

Nostalgia's hardest blow was struck in Dallas this month when visiting railroad presidents predicted "bye-bye" to the old choo-choo ride.

DONALD JOSEPH RUSSELL, president of the Southern Pacific Company—and possessor of an amazing string of other titles—told the 63rd convention of the Accounting Division of The Association of American Railroads that the appeal of train travel is "continuing to decline." People simply seem to prefer the speed of the plane or the independence of their own cars, said Russell who illustrated his point with graphic examples of recent heavy losses to railroads in the passenger field.



**RUSSELL**  
Opportunity Still Golden

Both Russell and W. N. DERAMUS III, youthful president of the Missouri-Kansas-Texas Railroad, agreed that eventually long-haul passenger service will become a has-been in the United States. Frow now on, they say, railroads will concentrate on more and more freight service.

Deramus, cautious in all his remarks about the beleaguered Katy, went so far as to say that "promotion for passenger service is a lost cause."

On the opposite side of the fence was the Dallas-based Texas and Pacific's W. G. Vollmer who told *Railway Age* "We'll never be out of the passenger business."

All the visiting ironhorse presidents, including H. J. McKensie, president of the

Cotton Belt Railroad, placed blame for current railway problems at the feet of heavy governmental restrictions and competition arising from tax-paid facilities for other forms of transportation.

In spite of such troubles, plus unforeseen difficulties like this year's flood damage to roadbeds and equipment (\$250,000 loss for the Katy and \$150,000 by the Cotton Belt), Russell told newsmen that the opportunity for young men in railroading is "just as good as it ever was."

DR. ERNEST GLOYNA, nuclear research expert at the University of Texas, brought out an over-looked wrinkle in the atom-game during a Dallas talk to the American Society of Civil Engineers.

The wrinkle: what do we do with used radio-active materials? "Highly concentrated radio-active wastes from nuclear reactors and power generator equipment decay into stable elements," Dr. Gloyna said. But, not right away. In fact, the doctor cautions, "such substances must be controlled for several generations."

At present Dr. Gloyna says, the waste is being isolated in stainless steel tanks and in refrigerated areas. For the future, research is being conducted on storing radio-active waste in salt domes deep in the earth which would shield the waste from polluting water or mineral supplies used by the public.

Man-against-the-tax is Congressman NOAH M. MASON of Illinois who climbed a 20-year-old box top for Dallas conventioners and denounced the Federal Government's tax system as "impossibly heavy and burdensome."

A long time foe of government ownership, government handouts, encroachment on States Right and unbridled government spending, the Illinois Congressman lashed out at present "hodge-podge taxes levied without rhyme or reason."

Now in his 20th year in Congress, Mason told Dallas listeners of tax reforms which he has urged in the past. They include a tax ceiling on all federal income taxes, corporation and estate taxes; a repeal of all federal excise taxes—except on liquor and tobacco—with substitution of a flat five per cent manufacturers' excise tax on end products; and a tax equality reform for all business competitors.

Mason also lambasted the United States Supreme Court which he said is today stacked with "men who are socially and politically minded instead of being legally experienced and judicially inclined."

★

Australia's Ambassador SIR PERCY SPENDER underscored and re-underscored the importance of free-world alliances at a meeting of the women's group of the Dallas Council on World Affairs here.

Proof of the value of such blocks as the North Atlantic Treaty Organization, the



**DERAMUS**  
Bye-Bye Choo Choo Ride

South-East Asia Treaty Organization and the Bagdad Pact, is the simple fact of Russia's "fanatically vigorous world-wide attack on them."

Sir Percy insisted to his audience that small nations like the Scandinavian countries and the Netherlands depend on these pacts and "realize what would happen in Europe, in Asia, and in the Middle East, if the protective guarantees of mutual assistance were thrown aside."

Stating that relaxation of defense alliances by the West would be "sheer madness on our part," the Commonwealth Ambassador warned Russia knows that "if she succeeds in dividing us from another, she opens the way unquestionably to control of the whole world."

★

A view of the teeth in the American Doctrine for the Middle East was given Dallasites by visitor, Admiral Arleigh A. Burke, chief of Naval Operations.

The doctrine, Armiral Burke says, "is a general pledge to help any nation there which requests our assistance to resist Communist aggression."

## AVIATION

### Fight For Western Service Begins With Dallas Hearing

The issue of competition versus monopoly in several of Dallas' most important air transportation markets was sharply drawn in the Examiner's hearing in the Dallas to the West Case, which opened on May 27 and was still underway when this issue of *DALLAS* went to press.

At stake in the complex proceeding is Dallas' bid for competitive air services with Los Angeles, San Francisco, Oakland, Amarillo, Lubbock, Midland/Odessa and El Paso; for trunkline service with Albuquerque, Abilene, San Angelo and Santa Fe; and for first single-carrier service with Las Vegas.

Airline applications have also put in issue the need for competitive services with Phoenix, Tucson and San Diego. Dallas has stated it would welcome competition with those points also.

Thomas L. Wrenn, Assistant Chief Examiner of the Civil Aeronautics Board, is conducting the hearing. The hearing has been held in the Dallas Room of the First National Bank and in the auditorium of the Republic National Bank.

The Dallas to the West Case is one of the most important CAB proceedings ever initiated by community action. The City of Dallas and Dallas Chamber of Com-

merce in January, 1956, filed a complaint and petition, alleging that the public interest requires the new and improved air services which Dallas specified. This petition became the "lead docket," with which a similar petition of the City of Lubbock and the Lubbock Chamber of Commerce, and route applications of a number of airlines, were consolidated for concurrent consideration. The Civil Aeronautics Board, in its consolidation orders, required that any new airline services at California cities which may result from this proceeding must also serve either Dallas or Fort Worth. Thus, any new flights from points east or south of Dallas which may be provided as a result of authority obtained in the Dallas to the West Case will be required to serve either Dallas or Fort Worth en route to or from points west of Dallas. The successful applicant would be able to offer "turn around" schedules between Dallas or Fort Worth and such intermediate points as Lubbock, Amarillo or Albuquerque, but could not offer "turn around" schedules between Los Angeles and San Francisco, on the one hand, and any other intermediate cities on the other hand. All schedules serving either Los Angeles or San Francisco must also serve either Dallas or Fort Worth.

Airline applicants for authority to provide all or part of the new and improved services which Dallas has requested are Braniff, California Eastern, Continental, Delta, Eastern, National, and Western. American Airlines is an applicant for authority to serve Los Angeles on flights

### Ft. Worth's Interest

Fort Worth's interest in the Dallas to the West Case was described by Al Gotch, Washington consultant.

Mr. Gotch said Fort Worth "wants to participate" in any new or improved services authorized as a result of the proceeding.

Under cross-examination by airline attorneys, Mr. Gotch was required to be specific as to additional services which Fort Worth needs.

He specified that Fort Worth needs additional services with San Francisco, Phoenix and San Diego, and needs first-carrier service with Las Vegas, Nev. He said specifically that Fort Worth's existing service with Los Angeles is satisfactory.

The Fort Worth witness did not mention Albuquerque, N.M., or the West Texas cities of Amarillo, Midland, Odessa, Lubbock or El Paso. Dallas has presented a strong case for trunkline-type (non-stop) service with Albuquerque and for competitive service with Amarillo, Midland/Odessa, Lubbock and El Paso.

operated between Dallas or Fort Worth, on the one hand, and San Francisco/Oakland on the other hand.

The hearing has brought to Dallas airline counsel and officials, as well as community leaders from throughout the area under consideration. Mayors of Phoenix, San Diego and El Paso appeared among

#### CHAMBER PRESIDENT



J. ERIK JONSSON

"In 1956 Texas Instruments paid \$341,000 for Dallas air service."

#### AVIATION CONSULTANT



JAMES C. BUCKLEY

"The Dallas economy has a compelling need for the best in transportation."

#### STATISTICIAN



DR. SAM RICHMOND

"Fort Worth's airport traffic forecasts are not statistically sound."



their communities' witnesses. The community participants have included Amarillo, Albuquerque, El Paso, Lubbock, Midland and Odessa, Phoenix, Tucson, San Diego, Los Angeles, Oakland, San Francisco and Las Vegas.

Spokesmen for Chattanooga, Nashville and Memphis have presented statements regarding those communities' interest in the outcome of the case.

Because of its "lead docket" position, Dallas presented its case first. As the holder of the present Dallas-California air traffic monopoly, American Airlines will be in the rebuttal position of presenting its case last.

Sixteen Dallas business leaders opened the city's presentation of its case on Monday and Tuesday, May 27 and 28. First to testify was Mayor R. L. Thornton, who emphasized that the stimulus of competition has been important in all phases of Dallas' economic history, and is essential to the continued sound development of air transportation at Dallas. The last of the 16 business leaders to testify was Erik Jonsson, president of the Dallas Chamber of Commerce, who insisted that there is no substitute for constructive competition to insure that the public interest will be adequately and properly served.

Other witnesses included Tom Beauchamp, member of the Dallas City Council and executive of Group Hospital Service, Inc.; Robert McCulloch, president of Temco Aircraft Corp.; Harold M. Young, assistant to the president of the Murray

#### RESEARCH DIRECTOR



**WILLIAM A. ROSAMOND**

The facts alone prove Dallas' air transportation needs as a regional center.



**IN A HURRIED CONFERENCE**, Chamber of Commerce aviation director Andy DeShong and Attorney George Terry, representing the City of Dallas and the Chamber, confer during one of the hearing's recesses.

Co. of Texas; H. N. Mallon, chairman of the board of Dresser Industries, Inc.; Fred F. Florence, chairman of the executive committee of the Republic National Bank; William Campbell, Branch Manager of the Univac Division of the Sperry Rand Corp.; Trammell Crow, industrial real estate developer; W. E. Moss, regional traffic manager of Sears, Roebuck and Co.; Fred O. Detweiler, president of Chance Vought Aircraft, Inc.; R. M. Chan, first vice president of Magnolia Petroleum Co.; Charles A. Sammons, whose holdings include insurance companies, a new hotel and office building and other properties in California as well as several companies in Dallas; Ben H. Wooten, president of the First National Bank in Dallas; Theo P. Beasley, president of the Republic National Life Insurance Co.; and Stanley Marcus, president of Neiman-Marcus Co.

Each of the Dallas business leaders was able to testify as to a substantial volume of air travel which his own company had generated with one or more of the cities west of Dallas. Each testified specifically as to a business requirement for the new or improved air services which Dallas is seeking.

Other witnesses sponsored the comprehensive exhibits which Dallas had submitted to Examiner Wrenn and the other parties. These witnesses included George P. Coker, Jr., Director of Aviation for the City of Dallas; James C. Buckley,

president of James C. Buckley, Inc. of New York City, air consultant to the City of Dallas and Chamber of Commerce; Dr. Sam Richmond, Associate Professor of Statistics at Columbia University and a member of the Buckley firm's staff; W. A. Rosamond, manager of the Central Records and Research Department of the Dallas Chamber of Commerce, and Andy DeShong, assistant manager of the Chamber of Commerce and secretary to its aviation committee.

The other cities were heard in alphabetical order, by states, prior to the presentation of the airline cases.

#### **Dallas' Second Major Battle**

The Dallas to the West Air Service Case is the second major battle Dallas has staged to bring the spur of competition into its most important air transportation markets.

A comprehensive and objective study of Dallas' Air Service Requirements, made for the Dallas Chamber of Commerce in 1952 by James C. Buckley, Inc., transportation and terminal consultants, has been the base for Dallas' "master plan" on air route developments.

The Air Service Requirements study spotlighted the fact that Dallas' major air transportation markets were under monopoly control. It also showed that other, comparable markets across the country, with less available traffic than the Dallas markets, have been granted competitive services.

In a partnership effort, the City of Dallas and Dallas Chamber of Commerce first directed their attention to the Dallas-Northeast monopoly. In the Southwest-Northeast Service Case, which got underway in 1954, the Civil Aeronautics Board late in 1955 authorized Braniff Airways to be the primary competitor, and authorized Delta Airlines to be the secondary competitor, to American Airlines in the Dallas-Washington/New York markets. In the same decision, Dallas also won the first single-carrier authorizations which it had requested for service with Chattanooga and with Pittsburgh.

The Dallas-Los Angeles and Dallas-San Francisco markets, which are at issue in the present proceedings, are the No. 2 and No. 3 monopolies in the air transportation pattern at Dallas.

in Dallas The

# Statler Hilton



Located in the heart of downtown Dallas, the new Statler Hilton has been designed with just one thought in mind — the comfort of its guests. The 21-floor, Y-shaped building is completely air conditioned from the smart lobby to deluxe Skyline Suites. Quiet, luxurious comfort keynotes 1,001 handsomely furnished guest rooms — and each looks out across a brilliant panorama of Dallas through broad picture windows. Fourteen dining rooms provide every type of food from a quick snack to the most exotic cuisine. There is the fine Empire Room, with America's top supper club entertainers, the Embassy Ballroom and the Grand Ballroom, largest in the South. Out past the lobby the serene picture pool and flashing modern sculpture grace the patio. In a word, every feature of The Statler Hilton is planned to cater to your comfort at this great new hotel where hospitality is a treasured and gracious art.



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Specially designed to handle large groups smoothly, and backed by a world-famous reputation for hospitality, and wonderful service, The Statler Hilton is one of the nation's outstanding sites for group gathering and conventions.

*Hilton*  *Hotels*  
Conrad N. Hilton, President

# Committee Tallies First Half of Year

The Membership Committee continued its all-time record-breaking activities, with a total of 1,255 memberships for the year, as of June 1. This compares favorably with the previous high for the first five months of 1956, of 1,190. Vice-Chairman Jack Watland's section (#7) continued to lead the other seven for the year with a total of 151 as of May 30. In second place was Vice-Chairman Ralph Breum's section (#8) with 137, and in third place was Vice-Chairman Jim Layne's section (#4) with 90.

Membership Chairman Felix Harris stated: "We are proud of the record-breaking activities of our Membership Committee, as according to all previous records it has done an outstanding job so far. However, we realize that there is a 'rough road' ahead to make our goal of 2,700 memberships for 1957. We will appreciate the cooperation of all Chamber members in any way they can be of assistance."

## Construction and Contracting

**Ace Furnace & Metal Works**, 4439 Greenville; J. C. Honea and Ronald G. Honea (Ray Paquette)

**Reinhart Construction Company**, 210

Southeast Bagdad, Grand Prairie, Texas; John Reinhart, Jr. (J. D. West)

**Dunn Bros., Inc.**, P. O. Box 5771, Ellis Dunn and Ernest Dunn (Timothy Carroll)

**J. G. Hicks Contracting Co.**, 4033 Commerce; J. G. Hicks (Tom Owens)

**F. J. Jessup Company**, 3012 North Henderson; F. J. Jessup (R. L. Percival)

**United Plumbing Company**, 6720 Greenville; William F. Chester (Oliver Erickson)

**Charles P. Freeman Construction Company**, 4351 Lively Lane; Charles P. Freeman (Ralph Breum).

**L & M Electric Company**, 1425 Ferndale; George W. Thornton, E. L. Barton and Mary E. West (Don Kerr).

**Allied Sand Blasting Company**, 6005 Maple; J. B. Lee (Frank Adams).

**Walter Biko**, 1408 Gaylord Drive (Paul Connington).

**H. Glenn Butler**, 330 Meadows Bldg. (Ralph Breum).

**Tears Engineers**, 4617 Cole; Elmo W. Boehl, Ray L. Klein, Earl Wilson, Neale Fugate and Stuart R. Tears (Oliver Erickson).

**American Electrical Contracting Company**, 1213 Ft. Worth Ave.; C. A. Doggett (Jon. L. Bassinger, Sr.).

**Parker-Fallis Insulation Company**, 1704 Orleans St.; E. H. Parker (Oliver Erickson).

**Texas Improvement Company**, 3104 Main; Bryan Burnett (Ed Souza).

**Services, Business and Personal**  
**Gaston Supply Company**, 7505 Denton Drive; Sidney Terry (Jack Wantland).

**Jones' Children's Haven**, 3611 Fairmont; Mrs. Dixie Jones (Jack Wantland).

**Marshall TV & Radio Service**, 2534 Elm; A. R. Marshall (Carl F. Swanson).

**Dale Dance Studio**, 1312½ Commerce; Leona J. Lane (Jim Henderson).

**Dallas Employment Service**, 632 National Bankers Life Bldg.; J. W. Mason (Ned Meyerson).

**American Building Maintenance Company**, 3404 Lemmon; T. R. Laney and Carl Gann (Jack Wantland).

**Buckner Park Barber Shop**, 257 Pleasant Grove Shopping Center; Ray L. Hicks (Bill Weiss).

**G. B. Chambers Gun Shop**, 5300 Maple; G. B. Chambers (Nat Ryan).

**Children, Inc.**, 110 Oregon; Mrs. J. L. Wood (J. L. Wood).

**Carlan Dance Studio**, 3717 Rawlins; Carl Ragan (Jack Wantland).

## Committeeman of the Month

John C. Wantland, a double life member of the Chamber and 1956 "Top Hand of the Year," is June's Committeeman of the Month.

Appointed to the membership committee in January, 1956, Jack won his trophy last year for sponsoring 163 memberships. He is currently vice-chairman of Section #7 of the Membership Committee, and his section has consistently maintained first place.

Born in Chickasha, Oklahoma, he attended both Oklahoma A & M and the University of Oklahoma. During that time he played with a college dance band touring Europe. More recently he has studied law and marketing at Dallas College of SMU in his spare time as employers relations representative of the Texas Employment Commission.

Prior to World War II he was in the oil business in Oklahoma, served as advertising manager of the "Bandwagon," and worked for General Electric Sales in Dallas. He earned the "Toppers Club" sales award three times.

Enlisting in the Army as a private in 1941, he rose to the rank of major by the end of the war and was later given disability retirement after contracting tropical fever in the South Pacific.

After retiring from the service, Jack returned to the oil business for a brief period and accepted a position with the TEC in November, 1950.

Jack and wife, the former Ann McLeod, live at 6402 Kenwood and are members of the Lakewood Methodist Church. Jack is a 32nd Degree Mason and belongs to Hella Temple Shrine of Dallas. His wife is an officer in the Order of the Eastern Star.



JOHN C. WANTLAND



# Membership Highlights



MARVIN L. DAVISON of Southwestern Bell Telephone Company and a new director of the Chamber of Commerce addresses the Membership Committee.

**Jones Convalescent Home**, 4920 Reiger; Mrs. Ada Jones (Harry McCaffrey)

## Financial

**Orvis Bros. & Company**, 611 Cotton Exchange Bldg.; A. S. Hohenberg (George Golman).

**Murmanill Corporation**, P. O. Box 4795; Gerald Mann, R. A. Smyer and Russell Allen (Felix Harris).

**Fred Sheppard**, 2525 Live Oak (W. W. Mitchell).

**Lloyd L. Wolfert**, Investments, 4000 Hawthorne (Lil Fox).

**American Acceptance Company**, P. O. Box 4795; I. S. Proctor (Felix Harris)

**Saichek Securities**, 2215 Cedar Springs; Max T. Saichek (Jim Layne)

## Individuals and Service Organizations

**Dallas Teachers Credit Union**, 908 Kirby Bldg.; Paul Hoiland (J. T. Mayfield)

## Printing and Publishing

**Negco**, 204 S. Haskell; Dalton Purvis (Jack Wantland).

(Continued on Page 66)



MISS LIL FOX, Griffin Tank and Welding Service, receives a Top Hand Award, and a pair of six-shooters as a bonus for being the first woman to win the honor.

ERIK JONSSON congratulates Jack Wantland on his double life membership.



JACK D. GIDCOMB, Girard Life Insurance, receives a Top Hand. W. L. Martin, center, is his sponsor.



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# Dallas

## METROPOLITAN DALLAS

### Statistics Take a Peek At Your New Neighbor

A study now being made by the Research Department of the Dallas Chamber of Commerce is uncovering some interesting facts about the thousands of new citizens moving into Dallas each month.

If you're curious about the type of family that will move into the vacant house across the street . . . here's what the statistics predict.

Chances are they will come from another city in Texas, but if they do come from another state then they'll likely move here from Oklahoma, California, Illinois or Missouri, in that order.

Research Department Manager Bill Rosamond says they have one and one-half children, but that's rather difficult so you had better count on two.

Maybe they'll be moving to Dallas from outside the continental United States; if so, the chances are they'll be from Canada. The next best bets are Alaska, Hawaii and Venezuela.

The survey covers 2,905 new families made up of 10,124 individuals.

Only a small portion of the survey has been completed, covering the origin of the newcomers, and the size of their families. In the July issue of DALLAS the

balance of the survey will be reported. It will include such information as whether the new Dallasites bought or rented homes; whether they own their own furniture; whether they own a television set; what make and model of car they drive and their religious preference.

Still in the future are surveys showing the section of town into which they moved and the type industry where they were employed.

In making the study the Research Department staff analyzed the weekly bulletin, *Newcomers to Dallas*, published by Damon Shipp's Merchants Greeter Service.

The 2,905 families listed in 52 weekly bulletins in 1956 probably represents about two-thirds of all families moving into the City of Dallas during the year.

Where did these new Dallasites come from? Well, they came from 47 states, the District of Columbia, three territories and 16 foreign countries.

The only state not represented was New Hampshire. Texas itself supplied most of the in-migrant families, 1,401 in all representing 4,761 individuals.

On the bottom of the list were Idaho, North Dakota and Vermont, each of which supplied Dallas with one new family last year, composed of three, five and two members respectively.

The vast majority of the newcomers came from the midwest, followed by the south, west, and east. The largest number of midwesterners came from Illinois, 110 families comprised of 390 persons. Mis-

Place of Origin	Total Families	Population Represented	Average Family Size
Total all places...	2,905	10,124	3.5
Texas .....	1,401	4,761	3.4
Oklahoma .....	198	694	3.5
California .....	146	521	3.6
Illinois .....	110	390	3.5
Missouri .....	92	336	3.7
Louisiana .....	90	306	3.4
Kansas .....	64	242	3.7
Arkansas .....	62	211	3.4
New York .....	58	184	3.2
Ohio .....	43	156	3.6
Tennessee .....	43	147	3.4
Pennsylvania .....	40	123	3.1
Michigan .....	38	134	3.5
Georgia .....	34	127	3.7
Colorado .....	33	129	3.9
Florida .....	31	101	3.3
Alabama .....	29	108	3.7
Indiana .....	26	96	3.7
Iowa .....	26	105	4.0
New Mexico .....	26	92	3.5
Mississippi .....	23	85	3.7
North Carolina .....	21	70	3.3
Nebraska .....	17	58	3.4
Virginia .....	16	54	3.4
New Jersey .....	15	60	4.0
Washington .....	15	67	4.5
Wisconsin .....	15	57	3.8
Massachusetts .....	14	60	4.3
Minnesota .....	14	60	4.3
Arizona .....	11	40	3.6
Connecticut .....	11	41	3.7
Maryland .....	11	45	4.1
South Carolina .....	10	35	3.5
Wyoming .....	9	31	3.4
Kentucky .....	9	35	3.9
District of Columbia .....	8	31	3.9
West Virginia .....	8	27	3.4
Oregon .....	7	33	4.7
Montana .....	5	16	3.2
Maine .....	4	14	3.5
Nevada .....	3	9	3.0
Rhode Island .....	3	14	4.7
Utah .....	3	10	3.3
Delaware .....	2	9	4.5
South Dakota .....	2	6	3.0
Idaho .....	1	3	...
North Dakota .....	1	5	...
Vermont .....	1	2	...

souri was close behind with 92 families and 336 persons.

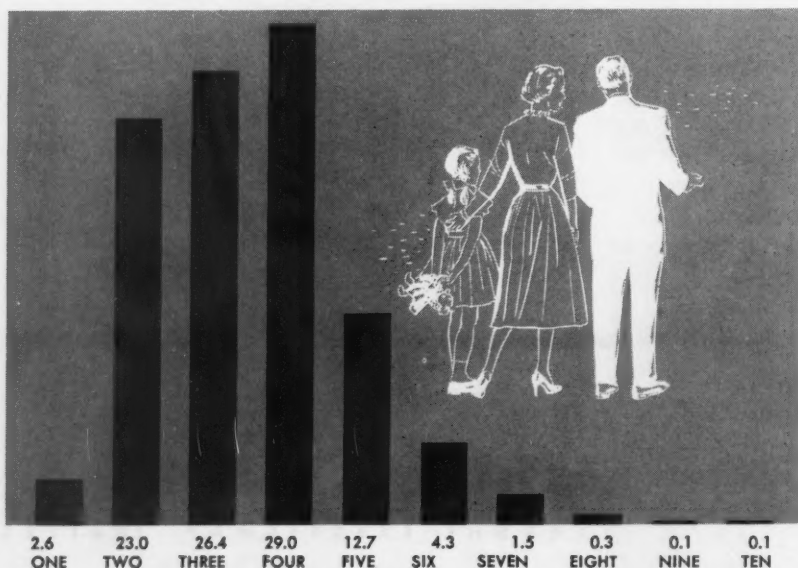
In the south Louisiana led with 90 families representing 306 persons. In the west California was way out front as a state of origin supplying 146 families made up of 521 persons. Those new Dallasites who came from the east originated principally in New York, which was the source of 58 families and 184 persons, closely followed by Pennsylvania with 40 families and 123 persons.

A total of 56 families moved to Dallas from outside the continental United States. The 56 families represented a total of 193 persons.

Incidentally the listed countries do not include the 90-odd Hungarian refugees who arrived in Dallas last December. None of the refugees moved into family dwelling units before December 31 which was the last date covered by the survey.

The 16 foreign countries and three territories listed represent all the continents except Australia. Canada led the list with eight families and Argentina, Central America, Holland, Korea, Okinawa, South Africa and Sweden were at the bottom with one each.

The western hemisphere was represented by Canada, Mexico, Alaska, Panama, Argentina, Venezuela and undesig-



THESE FIGURES show a breakdown on the number of members per family unit on families which moved to Dallas during 1956, as compiled by the Research Department of the Dallas Chamber of Commerce.



## Metropolitan Dallas

nated Central and South American countries supplying 32 families in all.

Families coming from the Pacific originated in Hawaii, Japan, Korea, and Okinawa, nine families in all.

Europeans came from Germany, France, England, and Holland, a total of nine families.

Two families came from Saudi Arabia in the Middle-East, one from Sweden, the sole Scandinavian country represented, and one from the Union of South Africa.

Most of the new Dallas families were above the average family unit size indicated in the 1950 census.

The census average was 3.1 members per family unit, and the average for the new Dallasites as reported in the survey was 3.5.

There were a few unmarried persons, 73 in all, who accounted for the one member families. On the other end of the scale were three families which had ten members each.

The survey showed that 23% of the families were made up of two members; 26.4% had three; 29% had four; and only 12.7% had five members.

The largest average family units came from Rhode Island and Oregon. The immigrant families from both of these states averaged 4.7 members.

The smallest average families came from South Dakota and Nevada, averaging only 3.0 members each.

Families from elsewhere in Texas about hit the average of 3.5 members each. The Texas families averaged out to 3.4. However, two of the three ten-member families came from other sections of the Lone Star State. The third ten-member family came from California.

Texas also produced two nine member families and three eight member ones. Other eight and nine member families originated in Kansas, Indiana, Mississippi, and West Virginia.

These survey figures only reflect the population increase due to in-migration which of course is only a portion of the total population increase.

The Dallas City Plan Commission reported that of 242,318 population increase in Dallas County from 1945-1954, 132,833 were due to in-migration and 109,485 were due to natural increase (births over deaths).

In this article we have reported on the initial findings of the population increase study. In the July issue of DALLAS another article will appear reporting on the balance of the study which is being made by the Research Department.



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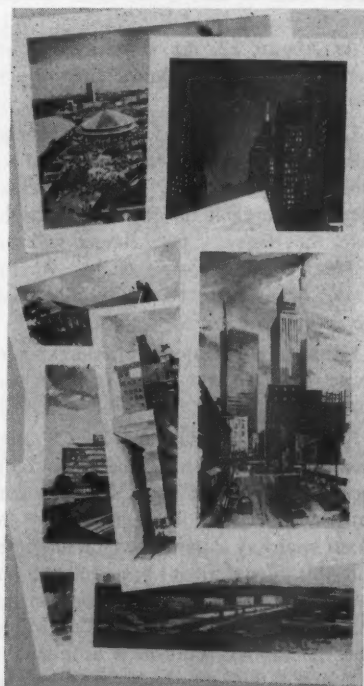
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## Dallas

### TRAFFIC and HIGHWAYS

#### Dallas Jumps to the Fore On Right-of-Way Planning

The starting gun for stepped up highway construction within the state has been cocked.

In Austin last month legislation was passed which will enable the state to broaden its right-of-way purchasing and to strengthen its hand in obtaining land for controlled access highways.

Dallas is already out in front and getting ready for the run toward better roads throughout the county. A good three months before August 22, the date the bill goes into effect, a new committee is busy coordinating and developing a formal right-of-way program in Dallas County.

The Central Highway Committee of the Dallas Chamber of Commerce spearheaded formation of the group which will be composed of one representative from each of the Chambers of Commerce in the county.

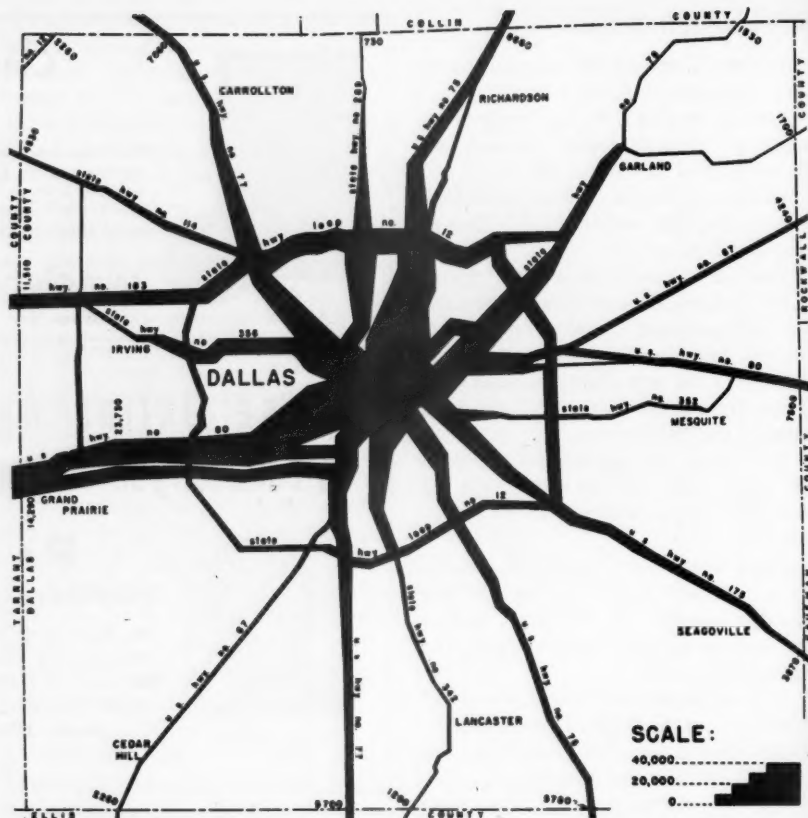
Working together, the various Chambers plan to deal with problems of right-of-way acquisition in this area.

Under the new legislation, bills now authorize certificates of indebtedness for Dallas County, and a provision for the state to match local right-of-way funds. After August 22, the Highway Department will be able to acquire right-of-way and designate routes.

Under the new law, local governments will do the actual purchasing of land for primary and secondary state roads, and once an acceptable title is delivered to the state, the Highway Department will pay one-half of the amount of its own appraisal on each tract's value or one-half the actual cost, whichever is lower.

Heretofore, local governments have borne the full cost of all right-of-way purchase.

State Highway Engineer D. C. Greer sees in the new law a chance to markedly speed up the entire Texas highway construction program. In a report to the Texas Highway Commission, Greer stated that his department has \$60,000,000 worth of primary projects "ready to go" as soon as right-of-way can be cleared. The right-of-way portion is estimated at \$7,600,000, half of which would be paid



TRAFFIC VOLUMES in Dallas County are growing to such an extent that it is estimated that by 1957 the average daily movement between Fort Worth and Dallas will exceed 200,000 vehicles. The drawing above shows the volume of traffic on principal roads within Dallas County during 1955 according to Texas Highway Department figures.

by the state and the other half by local governments.

Beginning with the year starting June 1, 1958, appropriations are set aside for \$84,000,000 with right-of-way costs set at around \$12,000,000 to be paid on a 50-50 state and local basis.

A ten per cent increase in motor vehicle registration fees as of August 22 this year will help cover the state's costs under the new bill. New cars and trucks registered late this year will provide the Highway Department with a little extra money, but the full amount won't be felt until after March, 1958, when most Texas motor licenses run out. Next year Greer estimated that the license increase will add \$6,100,000 to the department's funds. An additional \$2,600,000 will go to counties, which are eligible to keep a share of the fees.

The Controlled Access Act was also passed in Austin recently. Under it the Highway Department will be permitted to obtain land within cities as well as in rural areas. Methods will be regular purchase or condemnation. Installment buying will be the privilege of the state which, under

the new act, now is able to reserve routes for seven years.

Under the old law the position was held that every landowner had a right to direct access to any highway that touched his property. Highway Department officials have long contended that state control is necessary in order to build modern expressways which limit cross-traffic as far as possible.

Both the new Right-of-Way act and the Controlled Access Act apply to intra-state highways and roads. They serve as arteries and links which will play a vital role in the huge, billion and a half dollar interstate system proposed for Texas.

"The recent legislation making additional funds available for the purchase of right-of-way does not solve all of the right-of-way problems for Dallas County" says C. A. Tatum, chairman of the Central Highway Committee of the Dallas Chamber of Commerce; "however, it will permit an early start of construction on some sections of the long range highway program that are most essential to meet immediate needs."



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## Dallas

### TRANSPORTATION

#### Scenarama Takes Visitors "Through the Looking Glass"

At 2 p.m. every day, curious Dallas visitors board a deluxe Dallas Transit Company motorcoach on Commerce and Akard and begin a Texas-size 30-mile tour of the city.

Called the "Scenarama Tour," the service was introduced last January in response to the demand from visitors and because of the growing popularity of Dallas as a convention center.

This month a special bus was introduced, designed by DTC engineers for the exclusive use of "Scenarama" tourists and conventioners who charter the coach for private sightseeing jaunts.

Equipment Engineer Milton W. Nesuda and the men in his department transformed a pumpkin-type motorcoach into a Cinderella-like "Scenarama" bus.

The old seats, for example, were removed, and new foam rubber chairs with fabric covers were installed. At the rear of the bus are lounge-type seats in a horseshoe arrangement. The floor has been covered with a marbelized green-and-white linoleum material, and the side panels finished with a new speckled paint.

Designed for functionality as well as beauty, the bus can be specially equipped when chartered by conventions or large companies for private service. A table can be put between the lounge seats in the



CONTINENTAL'S ACADEMY Express coach features an "accordion pleated" design, hostess service, refreshments, rest room facilities, music and magazines.

back, and a refrigerator and cabinet may be added for the service of light refreshments. All these items can be quickly dismounted or reinstalled.

A seven-ton air-conditioning unit cools the bus in summer, and special insulation and solex heat-resisting glass on the windows help absorb the sun's rays.

In such comfort as this, passengers are in the proper frame of mind to hear about Dallas' main points of interest.

A selected group of DTC operators have had special training for membership in a corps of "Scenarama" drivers. After learning historical and factual data, they are instructed in microphone techniques so that they can tell their passengers about Dallas. A special public address system carries the driver's voice evenly throughout the bus.

As the coach leaves Commerce and Akard, the driver points out the Magnolia building, Dallas' first skyscraper, as well

as the newer landmarks of the skyline. After a view of Ross Avenue's auto row, the coach swings left on Olive and Cedar Springs, and tourists marvel at the scenic beauty of Turtle Creek and the Lakeside drive estates.

Then the bus turns west on Mockingbird and heads toward the Airlawn Industrial Area and a view of the new air terminal. From Lemmon Avenue, the bus turns east on Northwest Highway and proceeds to Southern Methodist University. After a refreshment stop at the Dr. Pepper Company, sightseers get a view of the swollen White Rock Lake and later the buildings of the State Fair Grounds. About 3:50 the bus takes a final swing around the old courthouse and the Canton Street factories and returns to the Baker Hotel.

When the guests disembark at 4 p.m., they have seen all the major sights of Big D in the short period of two hours.

★

#### "Pleated" Bus Added to Fleet

The Dallas-based Continental Trailways Bus System has placed in operation the double-section German-built Academy Express luxury coaches — the first of their kind in the United States.

The 60-foot long coaches with "accordion pleats in the middle" will accommodate 64 passengers on the 113-mile "Pikes Peak Route" between Denver, the U. S. Air Academy, Colorado Springs, Fort Carson and Pueblo.

Built by the same firm which produces Continental's Golden Eagle coaches in Ulm, Germany, the Academy Express buses feature hostess service, light refreshments, rest room, music, free magazines and pillows.

The refreshment bar, hostess seat and other passenger serving facilities are located in the center section, while the rest rooms are in the rear of the trailing unit.



PASSENGERS on Dallas Transit Company's luxurious "Scenarama" sightseeing bus enjoy a refreshing snack while viewing the scenic wonders of the city.

# To a Convention Looking For a Place to Happen

So much has happened lately at Hotel Adolphus you may've missed some of it. For instance:

## The Regency Room

*Photo, right.* This new room adjoins the west end of the Grand Ballroom, has 6,510 square feet of floor space, seats 800 at banquets, 1000 at meetings. You can use it with, or without, the Grand Ballroom — they have separate food service and entrances.

## Redecorated Grand Ballroom

Besides a fresh decorative theme (*Photo, lower right*) the Grand Ballroom now has 930 more square feet of floor space than formerly, a total of 8,030 square feet. It seats 1,350 at meetings, 1,000 at banquets.

## Connecting Garage

*Photo, below.* Parks 600 cars. You just drive right in from either Commerce, Main or Field, and take an arcade straight to the main lobby, or to the Regency Room.

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# MEDICINE

## Industry Goes "Ah-h-h" For A New Kind of Medicine

The vast industrial and business empire rising in Dallas has given birth to a new medical specialty which, although still in its infancy, already has made the average Dallas worker healthier than he was a decade ago and safer today than he would be on the highway or in his home.

This new specialty is known as industrial, or occupational, medicine. Doctors have defined it formally as "the branch of medicine which devotes its time to caring for illnesses and injuries that stem from industrial or occupational hazards." In a wider sense, its duty is to prevent accidents and illnesses through education and safety standards, to fit prospective workers into jobs where their health will best be safeguarded, and to promote the general good health of all workers, whether they handle dangerously heavy equipment, dig ditches or pound a typewriter.

It was not until World War II, with the coming of the big aircraft plants to Dallas, that industrial medicine really began to be practiced here. Before then, a box of adhesive bandages and a bottle of aspirin often was the only year-round medical facility for many factories and business firms. Full-blown industrial medical departments were unknown.

Today, however, almost all of Dallas' major industrial and manufacturing plants have a medical department or hospital

with one or more full-time physicians, nurses and laboratory technicians and complete facilities for physical examinations, x-rays, laboratory tests, therapy and minor surgery. Scores of smaller plants and office firms are associated with private medical clinics that specialize in industrial and occupational cases. Other businesses, employ a full-time industrial nurse; still others have arrangements with private physicians to handle all accidents and illnesses that occur on the job.

The result? A heartening decline in the number of industrial and occupational injuries and illnesses and in time lost because of them, a lower rate of workmen's compensation and other insurance payments and, most important, a healthier, happier, better working force for all of Dallas.

Dr. Robert J. Potts, medical director of Magnolia Petroleum Co. and newly-elected president of the Texas Industrial Medical Association, puts it this way:

"Any company is only as good as the health of its employees. Industrial medicine not only keeps workers healthy but it also stops much of the production loss due to illness and injury and lessens labor turnover caused by unhealthy and therefore unhappy personnel."

Firms with their own medical departments, and many of those which use an industrial clinic set-up or a clinic-industrial nurse combination, usually carry out a three-point program consisting of promotion of workers' health, protection against occupational illnesses and accidents and job rehabilitation for employees who fall sick or are injured on the job.

The backbone of health promotion, which Dr. Potts calls "industrial medicine's



DR. ROBERT J. POTTS, medical director of Magnolia Petroleum Company and president of the Texas Industrial Medical Association, specializes in preventive, on-the-job medicine for all working personnel.

most vital function," is the routine periodic medical examination. This gives doctors an opportunity to spot lurking diseases before they produce painful symptoms or become so serious that an employee must lay off or quit his job. Magnolia doctors, for example, have found many early cases of cancer, heart trouble, high blood pressure, kidney ailments and other diseases during routine physicals. In most cases, these victims have been cured and are now back at work.

The routine physical also tells a physician if the employee is adjusting properly to his job, if the job is too difficult, or if it is causing unnecessary health problems. Physicals are a morale tonic, too. They set a worker's mind at ease about his health and give him a chance to talk over difficult problems with a sympathetic doctor.

Many Dallas firms now require all job applicants to undergo complete physical checkups before they can begin work. The industrial physician makes a list of an applicant's physical limitations, if any, and these in turn are matched with a "functional capacity record" for the particular job he wants. At Chance Vought Aircraft Corporation, safety engineers have analyzed the exact physical demands of each job, and if an applicant cannot meet those demands he is fitted into another post. This important safety measure has helped Chance Vought achieve one of the aircraft industry's lowest injury time loss records.

An untold number of Dallas workers owe their lives to the job safety requirements pioneered by industrial medicine and carried out by safety engineers and



F. W. SCHATZMAN, safety supervisor at Chance Vought Air-Craft, has worked hard for the past four years on inaugurating thorough safety procedures throughout the plant. Faceguards, gloves and aprons are required for operators on highspeed cutting operations as shown above. Other equipment available through the safety department includes safety glasses and shoes.



## Medicine

line management supervisors. Such items as goggles, gloves, face shields, masks and steel-reinforced shoes—all of which protect their wearers from a wide assortment of industrial hazards—have become standard equipment in many factories here. Fumes, noise and other chronic menaces have been eliminated or controled under pressure from the men in industrial medicine, and heavy machines and other equipment have been redesigned to meet minimum safety standards.

Industrial medicine's newest role—and one where the experts say the most future progress will be made—is rehabilitation. The old method of retiring a man on a pension when he loses an arm or suffers a heart attack is fast being replaced by a positive attitude that a so-called handicapped worker can perform a job, within his limitations, as well as an able-bodied one. Some plants have on-the-job training for employees as soon as they recover from accidents and illnesses; others send them to special training schools to learn a new skill. Industrial physicians have high praise for a proposal to build a major rehabilitation center in Dallas, a move they say would bring at least a 50 per cent increase over the amount of rehabilitation work now being done.

For all of its encouraging advances, though, this young medical specialty still has a long way to go in Dallas, the experts agree. Dr. Sidney Galt, president of the Dallas Industrial Medical Society, says many employers have not recognized its value and continue to plug along on a "hit or miss" basis, waiting until a worker is hurt or becomes ill before they realize the need for an adequate medical program. Another industrial physician, Dr. Frederick Fink, says employers do not understand that industrial medicine is a specialty unto itself, one which requires the services of specially-trained doctor and/or nurse. They think any doctor is equipped to handle occupational cases which, Dr. Fink says, is not always the case. Another fear is that an industrial medical program would be too costly.

Both the Dallas and Texas industrial medical groups are attempting to educate employers on the advantages of some type of medical program. Smaller businesses are being urged to adopt the industrial clinic system, to refer employes to private physicians trained in industrial medicine, or to hire an industrial nurse. The salary of a nurse alone is more than made up by reduced absenteeism and increased morale that results from having a person in the plant to treat minor aches and pains, ac-

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MRS. LEE WYLIE, R. N., who works with a visiting M.D. at the Eastman Kodak Company Clinic is president of the Dallas Industrial Nurses Association and membership secretary of the Texas Association.

cording to Dr. Galt. The industrial clinic plan involves little or no extra expense and saves a firm money in the long run by reducing lost time, absenteeism and compensation payments.

As these efforts continue—and industry accepts the challenge—the health “score sheet” for every Dallas worker rises, too. Perhaps in the not-so-distant future every firm in Dallas, large and small, will be able to provide a ready answer to the vital on-the-job question: “Is there a doctor in the plant?”

★

**Medical School Receives Cardiac Research Grant.** Officials of the Southwestern Medical Foundation have approved the second grant this year to aid Dr. Hugh E. Wilson in his cardiac research project at the University of Texas Southwestern Medical School.

An \$8,600 grant was presented to Dr. Wilson in addition to \$8,200 received in January for the purchase of a four-channel physiological recorder.

A Dallas Woman's Forum gift of \$900, presented by Club President Mrs. Walter G. Hartley, will be used to purchase a new model heart pump.

The Southwestern Medical Foundation has also approved an \$88,700 grant for the University of Texas Southwestern Medical School and elected eight new trustees.

The grant provides for salary supplementations, administrative expenses, travel

and insurance, and allows the medical school to meet needs either prohibited or strongly contraindicated by the use of state funds.

Businessmen elected to the foundation's board of trustees include: Eugene McDermott, chairman of the board of Texas Instruments; John W. Runyon, president of the *Dallas Times Herald*; E. M. (Ted) Dealey, president, *Dallas Morning News*; Angus G. Wynne, Jr., president, Wynne-wood Development Corporation; W. W. Overton, Jr., chairman of the board, Texas Bank and Trust Company; William A. Blakley, chairman of the executive committee of the board, Braniff International Airways; W. W. Lynch, president, Texas Power and Light Company; Ben H. Wooten, president, First National Bank of Dallas, and Dr. Harold A. O'Brien.

★

**Funds Granted for Study of Tuberculosis in Children.** The first Dallas research grant in the 39-year-history of the Dallas Tuberculosis Association has been made to the Southwest Medical School.

Dr. John S. Chapman, dean of the school's post-graduate education, accepted the check totaling \$7,645 from the association president, Charles E. Watson.



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DALLAS



# Dallas world trade NEWS

## The World and Dallas Eye Each Other as Markets

He came from Mexico, but his problem was as universal as the science of business can make it. He had a market and he was looking for a supplier.

His commodity—dehydrated eggs—lay just north of the border in U.S. surpluses. The problem, actually, was a matter of contact between buyer and seller, a contact later expedited by the Foreign Department of the Dallas Chamber of Commerce.

Through the department, buyer found supplier, but, as important, the exchange meant another boost for U. S. foreign trade.

Long a stepchild to many American industrialists, foreign trade is beginning to get increasing attention as an answer to the economic snarls which are tangling up our world.

In a nutshell, the difficulty since World War II seems to have been this: more goods and services going out than coming in, but—and this is the hooker—the financing is being done to a large extent through our own foreign aid and private gifts. Between goods going out and those coming in, U. S. Chamber of Commerce figures show a \$6 billion dollar gap. Over the years, the alternate solutions of exporting more and more of our own capital or of buying gold from other countries won't be practical. In fact, hoarding gold from other countries is already beginning to boomerang. As the Englishman put it: "You can't play marbles when one boy has all of them."

An added problem, brought out recently by Philip M. Talbott, President of the Chamber of Commerce of the United States, is the proposed European customs union. He warns that unless this country is willing to accept progressively freer trade, the Western Europeans "will tend to look inward toward their own large, unified market and to raise barriers against outsiders to the detriment of United States trade."

The answer, many businessmen today feel, is an increase in our imports so that foreign nations can earn the dollars they need to buy more from us.

The idea of foreign trade, then, is on the march. Foreign businessmen are looking for potential foreign trade areas within the U.S., and some already eye Dallas as a possibility. On the credit side for Dallas are its advantages as a distribution and service center and the fact that foreign businessmen themselves are becoming more and more interested in buying from and selling to our area.

Inquiries are received every day by the Foreign Department of the Dallas Chamber from businessmen in Europe, Asia, the Latin Countries, the Western Hemisphere and the Near East. Eighty per cent



ROY JENKINS has been manager of the Foreign Department of the Chamber of Commerce since July, 1944. A graduate of Southern Methodist University, his major in Spanish now stands in good stead with Dallas' many Latin American visitors. Mr. Jenkins has business as well as governmental contacts and friends in twenty foreign countries. His work has included formulation of distribution contracts for the benefit of Dallas manufacturers and exporters.

of the foreign correspondents want to buy or sell in Dallas. Others want to appoint an agent as distributor for their goods here. Still others want to set up U. S. representation in their own countries.

Last year almost 100 inquiries came in from Mexico alone and almost half were direct bids for merchandise from the Dal-

las market. Nearly a quarter of the total wanted to sell their products here. Eight others wanted representation either in the U.S. or in Mexico.

Next largest foreign potential for Dallas last year was Japan with more than 75 per cent wanting to sell products here. Heavy inquiries on selling also came from Germany and Italy, while almost all the contracts from Greece were in the market for our goods. Countries which want to buy from the Dallas area also included Puerto Rico and Cuba, Canada, Hong Kong and the New Territories, Iran, Iraq, and Jordan, France, Norway and several South American Countries. Eager to sell to us were many of these same buyers plus Turkey, India, Madagascar, Great Britain, Africa, Spain, Switzerland, Belgium, Portugal, Sweden and Holland.

A heavy proportion of last year's mail came from United States importers and exporters whose aim was to buy from Dallas, for direct or commission shipments abroad. As many had foreign products to sell to Dallas and others needed representation in or from this area.

In addition to helping foreign buyers find contacts in Dallas, the foreign Trade Department maintains a translation service, free of charge to Chamber members, and gives local manufacturers foreign market distribution suggestions.

A library of monthly, quarterly and annual journals and catalogues is available in the department. These publications carry foreign economic news, information on foreign industries and governmental statistics and list names of overseas manufacturers. Even ads in the journals interest local buyers who want a glimpse of what the product may look like when it arrives.

Headed by Roy Jenkins, the department also supplies information on governmental regulations affecting export and import; shipping documents; information on financing foreign shipments and on travel requirements.

Through Mr. Jenkins, personal contacts with foreign business representatives are being made every day. Typical of some of Mr. Jenkins' large projects was last year's work with the Uruguayan Industrial Productivity Study Group and the Finnish Management Delegation which each visited Dallas to scrutinize our business procedures.

From helping large official groups to a hand for men in search of dehydrated eggs, the foreign department of the Dallas Chamber of Commerce is a haven in a land they do not know.

And for the Dallas businessman in

search of new markets, the department is an open channel to the outside world.

★  
**Foreign Trade Inquiries**

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce).

**Export Opportunities**

**BRAZIL** — R. G. Neundorfer, 290 South Avenue, Staten Island, New York, offers to handle the representation of Dallas products in Brazil.

**GREECE** — Vassiliou and Papaioannou, 7-A Colocotroni Str., Patras, Greece — interested in Dallas firms exporting sulphur.

**MEXICO** — Centro Mercantil de Monterrey, S. A.; Juarez Sur 740, Apdo. 328, Monterrey, N. L. Mexico — wishes to import and distribute poultry food and medicines.

**TRINIDAD** — Ernest S. Vieira & Co. Ltd., P. O. Box 337, Port-Of-Spain, Trinidad, B. W. I. — general commission agents to represent and sell onions, potatoes, pickled pork, pickled beef, pickled salmon and codfish in Trinidad.

**PUERTO RICO** — Rafael Franqui, Box 3167 Marina Station, Mayaguez, Puerto Rico — wishes to sell and represent on commission basis all commercial grades of frozen meats.

**JAPAN** — Ogahara & Co., Ltd., No. 1014 Misientecho, Mimaiwaku, Osaka, Japan — wish to contact exporters of non-ferrous metal scraps.

**MEXICO** — J. L. Villarreal, R. Arizpe 427 Sur, Apdo. 516, Torreon, Coah., Mexico — wishes to procure machinery capable of grinding from 25 to 50 tons of cotton seed in a 24-hour period.

**JAPAN** — Nagai & Co. Ltd., No. 4-5, Fukuromachi, Naka-Ku, Nagoya, Japan — wishes to contact exporters of raw cotton waste.

**CUBA** — Tuya International Philatelic Dictionary, Ave. 26, No. 755, Habana, Cuba — wishes contact with firm able to furnish philatelic supplies.

★  
**Import Opportunities**

**ITALY** — Sorelle Lanzoni, Isola Dovarese, Cremona, Italy — manufacturer of hosiery for men, women and children wants outlet in Dallas.

**PHILIPPINES** — Felixberto G. Bustos, 206 Alberto Bldg., Manila, Philippines — wants market for artificial paper and cloth flowers made in the Philippines

of basic material imported from the U. S.

**JAPAN** — Gloria Industry Co., Ltd., Hisabishi Bldg., No. 6, 3-Kanda Kajicho, Chiyoda-Ku, Toyko, Japan — wants sales outlets for industrial machinery; tools, binoculars and cameras; three-wheeled trucks, motor-scooters; watches, clocks; musical boxes; fishing nets and tackles; corduroy; silk scarves and mufflers (including nylon).

**ITALY** — Kurt M. Brugisser, Via Maragliano, 79, Florence, Italy — resident buyer for European department stores wants to sell Italian ceramics, Florentine wood decorated boxes; knitwear for men and women, leather handbags, raphia sandals and summer shoes, umbrellas, alabaster articles, Venetian glassware and picture frames.

**ENGLAND** — Dunedin engineering Company, Ltd., 51 Beauchamp Place, London, L. W. 3, England — wishes to market the "Injectester," a precision instrument for checking faults in the injection system of diesel engines.

**INDIA** — Consulate General of India, 417 Montgomery Street, San Francisco, Calif., has client, United Planter's Assn. of Southern India, Glenview, P. O. Box 1, Coonoor, Nilgiris, India, which has about 200,000 lbs. of cinchona bark for disposal.

**AUSTRALIA** — John Costello & Co., Ltd., 115 Clarence Street, P. O. Box 4043, Sydney, Australia, wishes to contact manufacturing jewellers, wholesale or retail jewellers for sale of genuine, natural, uncut and unpolished opal stones and cut and polished opal gemstones.

★

**JAPAN** — Shina-A Trading Co., Ltd., No. 21, 2-Chrome, Junkei-Machi-Ku, P. O. Box Minami 141, Osaka, Japan — wish to contact tool importers and wholesalers for the sale of hardware and small hand tools.

**ITALY** — Tritosa, Via Potenza 9 (Sez Porto), Naples, Italy, wish to export Italian garlic.

**INDIA** — Ratilal K. Gandhi, Hira Bldg., 1st Parsiwada, Bombay 4, India — interested in exporting Kerosene pressure stoves and parts; kerosene pressure heaters with one to four burners; incandescent gas lanterns and parts; silk elastic mantles suitable for candles; and rubber toy balloons.

★  
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nessmen. It supplements the on-the-spot consulting service offered by foreign trade specialists in the Field Offices of the Department—services which the Bureau's country specialists support by maintaining a flow of business information to the Field Office staffs. Businessmen can draw upon the knowledge and experience of Commerce specialists in international trade for a complete picture of any country, on such broad subjects as: business and industry; natural resources; investment climate; establishing a business; trade with the world; trade controls legislation; taxation and finance. Or for details on such matters as currency-exchange regulations, marks-of-origin requirements, preparing shipments and pharmaceutical regulations.

To help American firms reach the widest business audience abroad, the Bureau of Foreign Commerce maintains direct contact with foreign buyers and sellers. As a result, through the Field Office you may secure names and addresses of foreign manufacturers, producers, processors, exporters, importers, wholesalers, distributors, sales agents, and service organizations.

Of major importance at this time is the Trade Missions program. Specialists from Government and business are being sent overseas to advise and consult with foreign businessmen, trade groups and government officials concerning trade channels and practices.

For those considering the procedures involved in obtaining a license to export, prepare documents for export shipments, or any other phase of the mechanics of exporting, complete information and help may be obtained from your Field Office.



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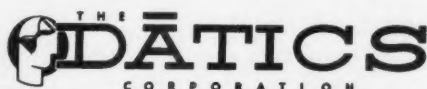
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# NEWS SPOTLIGHT

**Methodists Name Folsom.** The North Texas Conference, in session at the First Methodist Church in Dallas, has re-elected Jack V. Folsom as lay leader.

Mr. Folsom, a member of the Oak Cliff Methodist Church, has served for 12 years as lay leader of the conference and has been active in civic affairs both in Oak Cliff and the rest of the city for a number of years.

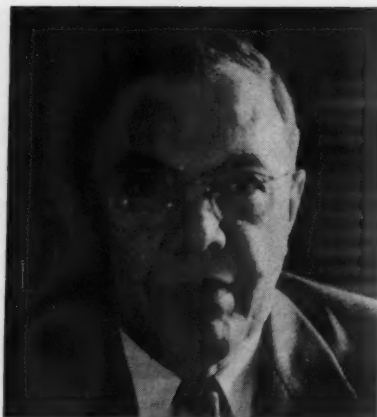
The Rev. John Brand of Whitesboro, in the Sherman-McKinney District, was named the outstanding small station preacher for the past year and the Rev. Tommy Graves of the Bailey Circuit in the Paris District was named outstanding circuit preacher. Both preachers and their churches were awarded certificates of recognition for outstanding work.

★

## Dallas Architects Win Fermi Prize.

Two Dallas architects have been awarded third prize in the Enrico Fermi Memorial Competition held in Chicago, Ill. John Harold Box, James Reece Pratt and Mrs. Pratt were awarded \$1,000 for their design of the Fermi Memorial Building to be located in Chicago's Fort Dearborn Project.

The architects submitted a model of their design to the contest. Mrs. Pratt contributed the design for a piece of metal sculpture for the center of the building. The memorial building, when completed, will house an auditorium and exhibition space.



VOLLMER

**Headliner Awards Presented at Gridiron Show.** The Press Club of Dallas, presenting its seventh annual Gridiron show and dinner in the Grand Ballroom of the Statler Hilton Hotel, lampooned the city's top newsmakers and singled out two of the men they kidded for traditional Headliner Awards.

W. G. Vollmer, president of Texas & Pacific Railway Company, was named Headliner of the Year, and Karl Hoblitzelle, head of the Interstate Theatre Circuit and chairman of the board of the Republic National Bank, was cited as an Alltime Headliner.

Mr. Vollmer has been prominent in Dallas civic life for many years and is presently serving as chairman of Dallas' Long Range Water Survey Committee. He is a lifetime director of the Dallas Community Chest, Inc.

Mr. Hoblitzelle is widely known for his philanthropic, cultural and educational activities. He has been a leader in the development of the Texas Research Foundation at Renner.

**Dallas Cameramen Win Honors.** Five pictures by DALLAS NEWS Photographer Clint Grant have been selected for the traveling exhibit of the fourteenth annual "News Pictures of the Year" competition and exhibition.

The competition, largest of its kind in the world, is jointly sponsored by Encyclopedia Britannica and the National Press Photographers Association. The exhibit will be seen by more than 1,000,000 persons in the next year at museums, public libraries, newspaper lobbies, fairs, schools and camera clubs.

Also announced was the selection of Gordon Yoder as "Newsreel Cameraman of the Year."

★

**St. Andrews Purchases Three-Acre Site.** A three-acre site at the northwest corner of Valwood Parkway and Dennis Road has been purchased by St. Andrews Episcopal church.

Purchase of the site, was announced by officials of the church and of the Cato Corporation, developers of the Valwood Park community in Farmers Branch.

Sale of the property, which is near Methodist, Baptist and Catholic church sites, was handled by Horace Vail of Henry S. Miller Company, leasing agents for the developers.

According to the Rev. Walter G. Fields, church rector, contracts for the initial construction work are expected to be let by August 1.

The church will contain six buildings and will have an eventual total cost estimated by Rev. Fields at \$400,000. The first two buildings to be erected will house a temporary chapel and an educational building.

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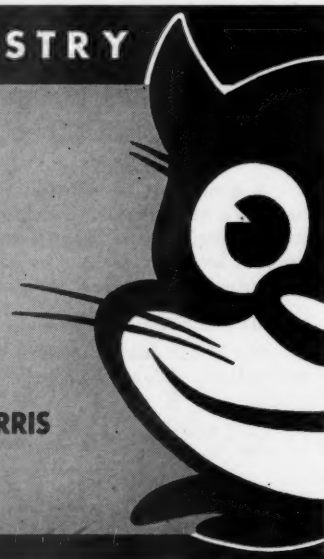
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## News Spotlight

**Four Universities Award Honorary Degrees.** Two outstanding Methodist churchmen and a Pulitzer Prize-winning author were awarded honorary degrees at the 42nd annual commencement of Southern Methodist University.

Bishop Ivan Lee Holt of St. Louis, formerly Methodist bishop for the Dallas area from 1938 to 1944, and the present Dallas area bishop, Dr. William C. Martin, received honorary doctor of laws degrees.

Paul Horgan, assistant to the president of New Mexico Military Institute, Roswell, New Mexico, who received the 1954 Pulitzer prize for his book, "Great River: The Rio Grande in North American History," also received an honorary doctor of laws degree from SMU.

Mrs. Edna Gladney was cited for her 47 years of leadership in the area of child care and adoption in Texas and was awarded an honorary doctor of laws degree by Texas Christian University.

Rev. Luther Holcomb of Dallas' Lakewood Baptist Church received an honorary doctor of divinity degree at commencement exercises of Howard Payne Baptist College in Brownwood.

Henry C. Cortes, vice-president and director of Magnolia Petroleum Company, received an honorary degree of bachelor of science from the University of the South, Sewanee, Tennessee.

★

**Jack Renamed Child Clinic Head.** W. Harry Jack, Dallas attorney, has been re-elected president of the Dallas Child Guidance Clinic, a Community Chest Agency.

Other officers elected include James D. Heldt, first vice-president; Mrs. Clifton L. Moss, Jr., second vice-president; Mrs. Floyd Garrett, corresponding secretary; Mrs. Ralph Coltharp, recording secretary; and Rev. Luther Holcomb, treasurer.

★

**Dallas Architects Named American Institute Fellows.** Howard R. Meyer and Roscoe P. DeWitt have been advanced to Fellowship in the American Institute of Architects at the organization's national convention in Washington. This is the highest honor their profession can bestow.

The Dallas Chapter of the American Institute of Architects includes five other Fellows among its more than 225 members. They are Thomas D. Broad, Ralph Bryan, Donald S. Nelson, Herbert M. Tatum and Arthur E. Thomas.

## Planning Council Elects Woodall Rodgers President

J. Woodall Rodgers has been elected president of the Greater Dallas Planning Council for 1957.

Other new officers are John E. Mitchell, Jr., vice president; W. W. Overton, Jr., vice president; Eugene McElvaney, treasurer; D. Gordon Rupe Jr., secretary; and Granville W. Moore, vice president and general manager.

New directors are Tyree L. Bell, Jr., William A. Blakley, Maxwell Clampitt, James M. Collins, Robert B. Cullum, George F. Harrell, A. H. Meadows, Hugh E. Prather, Jr., John M. Stemmons, C. A. Tatum, Jr., James R. Temple, R. L. Thornton, Jr., Hobart D. Turman, Dan C. Williams and W. C. Windsor, Jr.

Re-elected directors are James W. Aston, Paul Carrington, Jerome K. Crossman, Trammell Crow, Leonard M. Green, W. J. Harris, John T. Higginbotham, T. E. Jackson, H. Neil Mallon, Stanley Marcus, Avery Mays, Paul McCarroll, Eugene McElvaney, Allen Merriam, Henry S. Miller, Sr., John E. Mitchell, Jr., James M. Moroney, Sr., W. W. Overton, Jr., Roland L. Pelt, J. Woodall Rodgers, D. Gordon Rupe, Jr., Dr. Arthur A. Smith, R. L. Tayloe (Clyde Wherry and Angus Wynne, Jr.

★

**Dallas Writers Receive News Awards.** Two local newspapermen have been honored at a dinner-meeting sponsored by the Dallas Professional Chapter of Sigma Delta Chi, national journalism fraternity.

Bob Hollingsworth, *Dallas Times Herald* political writer, was cited for a series of articles on insurance activities.

William Allen Ward, veteran staffer of the *Dallas Morning News*, was honored for the encouragement and "helping hand" he has given aspiring young journalists during the past 37 years.

★

**Dallas Area Win Safety Award.** The National Safety Council has cited Dallas and Highland Park for outstanding work in traffic safety. City Manager Elgin Crull was notified by the group that Dallas was among the top cities in the nation in maintenance of accident records, school traffic safety education and safety organization in the city. Highland Park was named by the council as one of the 93 cities in the nation that had no traffic deaths in 1956. Awards for enforcement, traffic engineering and traffic court activity will be announced later.

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## News Spotlight

### MLS Reports Sales Records

Sales of Dallas homes through the Multiple Listing Service of the Dallas Real Estate Board during May exceeded \$2,200,000 to set a new one-month sales record for the 52 months of the organization's activities, it has been announced by Bud Miller, MLS chairman.

The chairman of the DREB city-wide cooperative listing and sales organization also announced that membership in the Multiple Listing Service has reached a new high to include 162 Dallas realtors and more than 300 salespeople working for these realtors.

Mr. Miller attributed the May MLS record sales "in part to the fact that last month was the first full month during which all MLS members received copies of a photograph of every home listed with the Service."

The chairman explained that "now a person wishing to sell his Dallas home can list the home with only one realtor-member of MLS and have the complete information about the home as well as a photograph distributed to more than 450 realtors and their salespeople for their use in helping prospective buyers determine which home they wish to purchase."

### This Month's Cover

This month's cover by artist Bud Biggs is a view of the almost-completed Dallas Memorial Auditorium, which will be formally dedicated the week of September 8.

At the right of the drawing is the covered sidewalk on the Akard Street side of the structure, and at the left is the circular arena area, seating more than 10,000. The second section of the Auditorium, just south on Akard, is designed as a convention center, housing a registration foyer, ten meeting rooms and a little theater which seats 1,773. On the Auditorium's lower level is located 100,000 square feet of air-conditioned exhibit space. At the back of the building is a parking lot with room for 1,000 cars.

Last month's sales of 143 Dallas homes through the Multiple Listing Service also marked a new record high for the number of homes sold in a single month, and was the second time in the past year that the cumulative sales total for a single month exceeded \$2,000,000, Mr. Miller reported.

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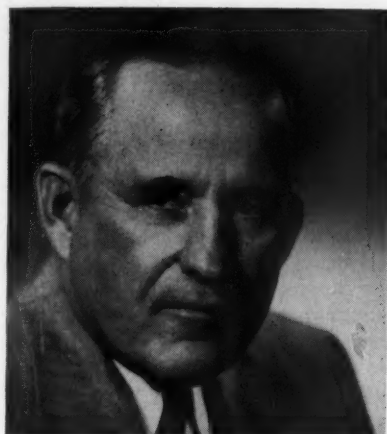
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A DALLAS INSTITUTION SINCE 1906



**Wynne Honored by Presbyterians.** Toddie Lee Wynne, Dallas oilman, developer and rancher, has been named moderator of the Synod of Texas of the Presbyterian Church in the United States.

Mr. Wynne is an elder in the Highland Park Presbyterian Church. His election is believed to have given that church the honor of having two top denominational officers among its membership. Dr. William N. Elliott, Jr., pastor, was chosen moderator of the General Assembly of the Presbyterian Church, U. S., in Birmingham, Alabama in April.

As moderator—highest office in the synod—Mr. Wynne will preside over the annual meeting, which is attended by some 500 ministers and elders of Presbyterian, U. S. churches throughout the state.

**Temco's Clark Named National Committee Chairman.** William S. Clark, general supervisor of administrative services for Temco, has been elected chairman of the National Aircraft Standards Committee of the Aircraft Industries Association. Mr. Clark's 31-member group coordinates standardization of parts ranging from nuts and bolts to electrical and electronic equipment.

**Officers of Dallas Foundation Cited.** E. L. Flippen and George Waverly Briggs, two guiding personalities of the Dallas Foundation during its first 25 years, were honored at a luncheon by the group's governors, trustees and sponsors. The Dallas Foundation is sponsored by the Chamber, the Times Herald and The News and it holds and administers gifts and legacies from a number of leading Dallas citizens of the last half century. Mr. Flippen, chairman of the board of governors from its inception until his re-

cent retirement, was elected chairman-emeritus. Mr. Briggs, retired trust officer of the First National Bank, was named an honorary governor of the trust fund.

**McClendon Appointed "Dimes" Chairman.** Gordon B. McClendon, president of the McClendon Corporation of Dallas and owner of radio station KLIF, has been appointed state chairman for the 1958 March of Dimes. In accepting the post, McClendon appealed to Texans to continue their support of the fight against polio and to help those already afflicted.

**Golden Acres to Build New Wing.** Groundbreaking and dedication ceremonies were held June 16 for a 20-bed wing to be added to Golden Acres, Dallas Home for the Jewish Aged. The wing will be named for Mrs. Helen Flexner Jacobs, a vice-president and one of the founders of the home. The addition will enable the home to offer a well-rounded program of care, with more facilities for the chronically ill and senile. Now in its fourth year of operation, Golden Acres has 55 residents—its capacity—and the 20 additional beds will make space available to those now on a waiting list. Construction of the wing will also allow the home to serve residents of Fort Worth, Tyler and Waco.

**Chance Vought Receives \$35 Million Contract.** Chance Vought Aircraft has received a \$35,000,000 contract for continued development of a new carrier-based fighter for the United States Navy. The Navy wants the new fighter to outperform even the F8U-1 Crusader, the world's fastest navy fighter and holder of the national speed record of 1,015 miles an hour. Company officials said a new design program was started during 1956, but security restrictions barred disclosure of any details of the project. Vought is now delivering the Crusader, and the company's Regulus I guided missile, the Navy's first operational attack missile, is serving with the American Fleet. The firm reports that it has a half-billion-dollar backlog of orders.

**Jewish Welfare Federation Names Officers.** Henri L. Bromberg, Jr. has been re-elected president of the Jewish Welfare Federation, a Community Chest affiliate. Announced as vice-presidents were Morris I. Jaffe, Sherman Kaplan and Mrs. Bernard Shaenen. Irving L. Goldberg is secretary, and Fred Florence treasurer.

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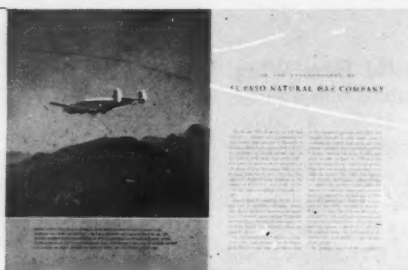
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(Continued from Page 15)

Each member hotel of the association is also kept constantly informed of the rooms likely to be available in all member hotels for the next thirty-day period. A thirty-day forecast master schedule is made up each month which shows the dates for the coming month in which any given hotel is likely to be "sold out." This chart also shows the number of rooms available in all hotels that are not "sold out."

A survey of these charts extending back over the past year shows that even in peak periods when some of the major downtown hotels were "sold out" — there were ample rooms available in other downtown hotels — and that plenty of space was available in all the remaining member hotels. Using the May, 1957 Forecast as a typical example, there were three days in which the Hotel Adolphus expected to be "sold out." The forecast showed the Baker Hotel "sold out" for five days. The Crestpark expected to be "sold out" for twelve days, the Mayfair for four days; the Melrose, two days; the Southland Hotel, seven days; the Statler Hilton, five days; the Stoneleigh, three days; the Town House, two days; the Travis Hotel, two days; and the Wynnewood, twenty-three days.

The May Forecast Chart lists 30 member hotels. This number times 31 days, equals 930 chart days. Out of these 930 chart days in May only 70 of them were indicated to be "sold out"; and since they were not concurrent in the various hotels, there were rooms available in Dallas on any day in May.

This typical example proves conclusively that hotel accommodations can be secured in Dallas most of the time by people who want them. It should also be remembered that in booking conventions several years ahead the Convention Department of the Dallas Chamber of Commerce working with the member hotels in the Dallas Hotel Association often finds it necessary to shift dates back and forth in order to accommodate large conventions.

Applying this same formula to individuals coming to Dallas it simply means that the larger Dallas becomes and the more

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conventions it books, the more it becomes necessary for those who come to Dallas make their reservations as far in advance as possible and adapt their schedules to the availability of hotel rooms. It does not mean that visitors cannot come to Dallas without reservations and expect to find hotel rooms. It does mean that during peak periods, visitors may not always be able to get accommodations at the hotel of their first choice.

A hotel room is like perishable merchandise without benefit of unlimited cold storage. It can be used for only one reservation at one time. Once it has been booked, it is not again available until the guest has checked out. On the other hand a hotel room that is not used is a total loss so far as revenue is concerned for the period in which it is not occupied. The operating and overhead expense of a hotel goes on just the same regardless of its percentage of occupancy. The fact that a given hotel achieves an occupancy of almost 100 per cent in a peak period does not mean that this represents a standard situation.

Dallas hotels are set up to serve the traveling public and also to serve conventions and large groups that converge on the city for special events. Like any other industry operating under our system of private enterprise, it must show a profit to remain healthy and survive. Hotels also represent a distinct civic asset to Dallas, because without adequate hotel space, Dallas cannot attract major groups and conventions who, in turn, bring in new dollars to our community.

Every city in the nation including New York and Chicago has peak periods in which reservations cannot be secured at its major hotels. In those periods it becomes a problem to secure accommodations. Dallas has gone far beyond most cities in its organized effort to take care of visitors. Nevertheless when thousands of visitors are crowding hotels, it is inevitable that some will be dissatisfied.

The solution of this problem in Dallas not only requires the continued cooperation of its hotel industry, the Chamber of Commerce and the traveling public. It also requires the understanding of its business community. Dallas has the hotels and the machinery to handle large masses of visitors. It has an intelligent and integrated group of hotel executives who seek to solve this problem not only in the interest of their individual hotels but in the broad interest of Dallas. That same spirit of cooperation and understanding must exist throughout Dallas if it is to continue to expand its hospitality in keeping with the growth of the Southwest.

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## **CLIFF TOWERS HOTEL**

118 Rooms

## **COTTON BOWL HOTEL**

55 Rooms

## **CRESTPARK HOTEL**

199 Rooms

## **DALLAS HOTEL**

363 Rooms

## **DALLAS ATHLETIC CLUB**

85 Rooms

## **HIGHLANDER HOTEL**

46 Rooms

## **LAKEWOOD HOTEL**

66 Rooms

## **LAWN HOTEL**

74 Rooms

## **LENNOX HOTEL**

110 Rooms

## **LIDO HOTEL**

94 Rooms

## **LOMA ALTO HOTEL**

134 Rooms

---

You can usually get a room in one of the major downtown hotels. You can always get a room in one of the 30 member hotels of The Dallas Hotel Association. Dallas has approximately 6,000 first-class, air-conditioned hotel rooms. This is far more than you will find in most cities in a much larger population bracket.

---

## *Conventions and Peak Periods*

Admittedly there are peak periods in Dallas such as the Texas-Oklahoma Game, Cotton Bowl Week, large National Conventions, Markets and Trade Shows when the major hotels are crowded.

During these periods the machinery of the Dallas Hotel Association and the facilities of the major hotels are coordinated to directly assist visitors in obtaining other hotel space.



# DALLAS HOTEL A

30 AFFILIATE MEMBER H

# DEL ROOM IN DALLAS

## *Here Are The Facts*

A survey of Dallas major downtown hotels by a nationally known firm of hotel consultants for the 1956-57 period shows —

There were only 17 days when occupancy was 96 per cent or above.

There were 186 days when occupancy was 65 per cent less or less.

Bear in mind this includes only the major downtown hotels.

## *A Statement of Policy*

The member hotels of the Dallas Hotel Association make every effort to honor requests for reservations at the hotel of first choice. When this is not possible every effort is made to secure comparable reservations in other hotels through the central agency of the Association. The hotels of Dallas are coordinated to serve the best interests of Dallas, its visitors, and the traveling public.

### **LYNN HOTEL**

99 Rooms

### **MAYFAIR HOTEL**

146 Rooms

### **MELROSE HOTEL**

159 Rooms

### **MIRAMAR HOTEL**

81 Rooms

### **OAKS MANOR**

76 Rooms

### **SOUTHLAND HOTEL**

231 Rooms

### **STATLER HILTON**

1001 Rooms

### **STONELEIGH HOTEL**

148 Rooms

### **TEXAN HOTEL**

61 Rooms

### **TOWN HOUSE**

80 Rooms

### **TRAVIS HOTEL**

195 Rooms

### **WHITE-PLAZA HOTEL**

265 Rooms

### **WHITMORE HOTEL**

82 Rooms

### **WYNNEWOOD HOTEL**

73 Rooms

# ASSOCIATION

LIATED MEMBER HOTELS





## Dallas

### CHAMBER NEWS



PRICE

**Texas Jaycees Name Price National Director.** Mel Price, a member of the Dallas Junior Chamber of Commerce, has been elected national director of the Texas Jaycees.

Mr. Price is a graduate of Eastern New Mexico University with a Bachelor of Business Administration degree in personnel management. He also took a graduate course at the American Institute of Banking. He is now employed by the First National Bank in Dallas in the business development department.

### New Officers Take Reins Of Dallas Fashion Market

Following the success of its first joint effort in sponsoring the special events of market week last month, the Greater Dallas Fashion Market has elected permanent officers to serve through January, 1958.

Officers of the new group, which was organized last January, are the presidents of the four major women's and children's apparel market associations which compose the GDFM. They are: president, Lew Werther, National Fashion Exhibitors; vice president, Ed Schatzman, Southwest Children's Wear Association; secretary, Lester Lorch, Dallas Fashion Center, and treasurer, Robert Swango, American Fashion Association. Mr. Schatzman served as temporary chairman until permanent organization was established.

Special events for the May market were two identical fashion shows on Monday and Tuesday nights in the Crystal Ballroom of the Baker Hotel, featuring fall and back to school merchandise. Mrs. Evelyn Lambert, fashion director of the Greater Dallas Fashion Market, coordinated and commented the shows which were titled, "Fashion's Theme and Variations." An innovation in the shows was the use of buyers as models in one sequence in which Mrs. Lambert suggested that stores use amateur models, their customers, in their fall openings.

On Wednesday night, May 29, the theater of the new Dallas Memorial Auditorium was used for the first time for a



PERKY, PETITE MODELS like this one helped fashion exhibitors show their wares at the two identical style shows of the Greater Dallas Fashion Market held last month at the Baker Hotel.

party for the merchants. Mayor R. L. Thornton, under whose administration the Auditorium was built, made the welcome address.

More than 5000 buyers from 26 states and Mexico registered for the five-day market, which was held at the Adolphus, Baker and Dallas hotels, the Merchandise Mart, and manufacturers' showrooms. Next Market week will be held August 25-30.



"... and it's with great pleasure I welcome the Benevolent and Protective Order of ..."

## Dallas

### CONVENTIONS

**Conventions Scheduled Through 1961.** The active convention department of the Chamber has scheduled gatherings ranging in size from 100 to 5,000 through the year 1961.

February or March, 1958—Natl. Electrical Contractors Assn., Chapter Managers, 150.

February, 1958—Southwest Hail Adjustment Group, 100.

February 9-11, 1958—Texas Federation of Cooperatives, 800.

February 28, March 1, 1958—Controllers Institute of Amer., So. Conf., 300.

March 2-4, 1958—Texas Telephone Assn., 600.

March 6-8, 1958—Independent Bankers Assn. of America, 1,200.

March 16-19, 1958—SW Savings & Loan Conference, 400.

March or April, 1958—Vocational Rehabilitation Assn., SW Reg., 300.

April, 1958—American Society for Engineering Education, SW Conf., 300.

May 12-16, 1958—SW Metal Congress and Exposition, 1,500.

August, 1958—Texas Poultry Improvement Assn., 500.

April, 1959—Beta Theta Phi, 400.

April 2-5, 1959—Southwest Automotive Show, 5,000.

April 21-24, 1959—Natural Gasoline Assn. of America, 1,500.

May 17-19, 1959—Texas Bakers Assn., 500.

October 4-7, 1959—Society of Petroleum Engineers of AIME, 3,500.

May 27-30, 1960—U. S. Wholesale Grocers Assn., 2,000.

October 8-11, 1961—Society of Petroleum Engineers, AIME, 3,500.

November 22-24, 1961—Girl Scouts of America, Region 9, 800.



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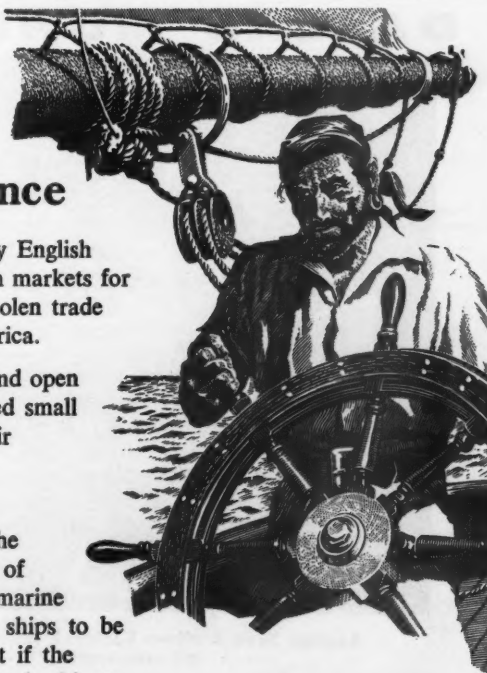
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Dallas

## SPORTS

**Tommy Bowers Wins Chamber Sports Award.** A young Dallas Eagles pitcher—Tommy Bowers—was honored as Dallas Sportsman of the Month by the Athletic Committee of the Chamber of Commerce.

Bowers was the first Southern Methodist athlete ever to sign with a Dallas ball club, joining the Eagles in 1955. That year he won six games and lost three, and in 1956 he posted a 17-7 record. At the time of the Chamber award he had a 9-3 record for the season, one of the best in the league, topped only by that of teammate Murray Wall.

Noted for his fine curve ball, Bowers had pitched 108 innings by the middle of June. He allowed 49 runs, 100 hits and 41 bases on balls and struck out 45 men.

While at SMU the youthful pitcher won All-Southwest Conference baseball honors for three consecutive years. He attended N. R. Crozier Technical High School.

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## Sports



McMINN

**McMinn Heads Gun Club.** Dr. Judd McMinn has been elected president of the Dallas Gun Club.

Dr. McMinn was vice-president during the past year and has been a member of the board of directors for the past several years.

Larry Verner was named vice-president of the club, Logan Ford is secretary, and Fred Alford is treasurer.

★

**Aston Joins Cotton Bowl Directors.** James W. Aston, president of the Republic National Bank, has been elected director-at-large of the Cotton Bowl Athletic Association.

Quarterback and captain of the 1932 Texas A&M football team, Mr. Aston is the third straight former Southwest Conference grid star to receive appointment to the Cotton Bowl Board. The others were Harry Shuford of Southern Methodist and I. B. Hale of Texas Christian University.

Mr. Aston has been active for many years in Dallas civic enterprises, including Red Cross, Community Chest and Boy Scouts. He was a World War II Air Force officer.

★

**Glen Lakes to Host Golf Tournament.** Glen Lakes Country Club has been named as the site of the \$40,000 Dallas Open Golf Tournament, September 13-16.

A general golf course improvement project will be launched at the club, lengthening and toughening the course considerably. Also, several new tees will be added.

An unlimited amount of convenient parking will be available, and golf fans will be permitted to park adjacent to the clubhouse.

A pro-amateur Thursday, September 12, will precede the tournament.

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## EDUCATION

### Educators Ponder Budgets, Buildings, and New Ideas

Dallas' major educational facilities have officially called it a year, but hardly before echoing footsteps of departing students died, officials began planning for the next year.

All of them—the vast Dallas public school system, Southern Methodist University, the Highland Park Independent School District, University of Dallas and Dallas College—expect bigger things of the 1957-58 school year.

Officials of these various school systems predict large-scale expansion in one or several categories that make up their school programs.

The categories include a continuing boom in scholastic population, growing budgets, enlarging faculties, expanding curriculums and the opening of new school buildings and housing.

As smaller-scale summer school operation got under-way administrators began the task of combining these factors in preparation.

The Dallas Independent School District, containing 256 square miles, will brace for a peak enrollment of 117,000 students during the next school year. That represents an increase of some 6,000 over the year-end enrollment of a little more than 111,000 last month.

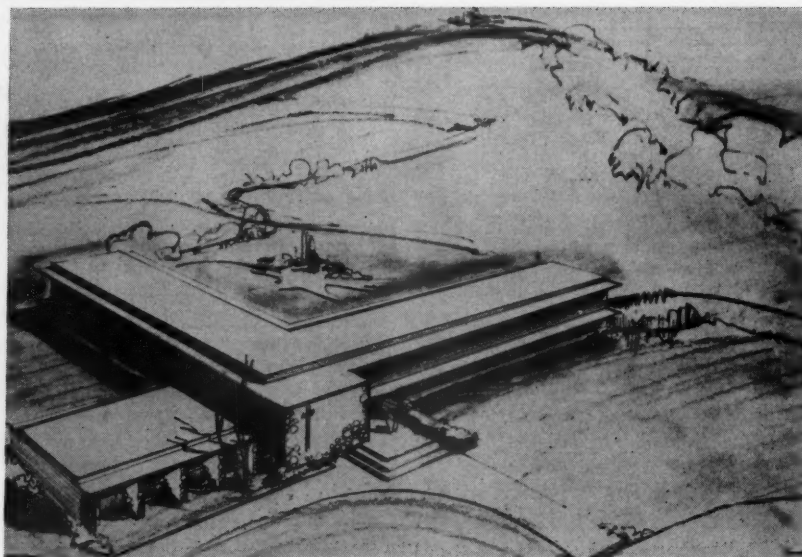
Its operating budget in 1956-57 was \$32,769,585. While the new budget will not be released until August, officials estimate about a \$3,000,000 increase—which has been the usual raise in the past few years. A total of \$7,500,000 in bonds are still unsold from the \$35,000,000 issue approved by voters in December, 1954.

Dr. Edwin L. Rippy, president of the Dallas Board of Education, has pointed out, "There is a strong likelihood of another bond election either in late 1957 or in early 1958."

The district, which ended the year with 136 school buildings in operation, will have a total of 140 ready for occupancy by September.

New schools expected to be completed by that time include a senior and junior high school and five elementary schools.

These are the Bryan Adams High School, Benjamin Franklin Junior High School and the George W. Truett, Mark Twain, Nathaniel Hawthorne, T. G. Terry and William Cabell Schools.



### University Builds for Sisters of St. Mary

The House of Study for the Sisters of St. Mary of Namur at the University of Dallas will be ready for occupancy next September.

The seven would normally raise the total to 142. However, two of the schools (Terry and Hawthorne) already exist in temporary buildings.

Also for the first time the Thomas Jefferson High School will become a full senior school. It opened in January, 1954, with sophomores the highest class. Jefferson's first graduating class will come at the end of the new school year.

The teaching staff of the Dallas district is expected to expand to 3,800 from the end-of-school total of 3,600.

Ten projects have been emphasized by Rippy as "Recognized, present problems" and will be taken up by the board during

the next year. Included in the 10 will be a study of the "betterment of teacher salaries," the "advisability of having a tax-supported junior college" and consideration of training teachers "to detect early deviation of students to prevent juvenile delinquency."

At the same time the board president pledged "full cooperation" with the establishment of educational television in Dallas.

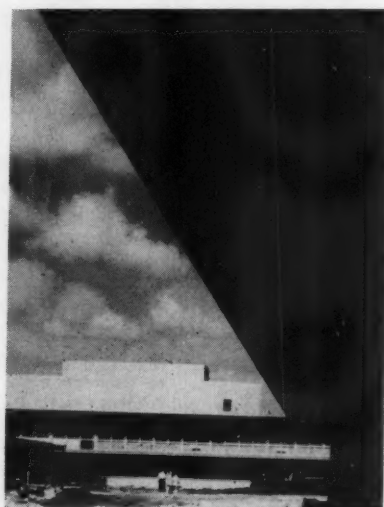
Also he vowed the board would provide "the best educational facilities" for all children of the district without regard to race, creed or color while keeping "a watchful eye" on state and federal laws.

On the matter of segregation it is expected that further reports on the problems of desegregation, ordered by the School Board, will be made at intervals during the year by School Superintendent W. T. White.

Eight of the 12-point series, set down by the board July 13, 1955, have already been reported. Those still to come are studies of the appointment and assignment of principals, the problems of integration of the Parent-Teacher Association and the Dads Club organization, the operation of the athletic program under an integrated system, and "fair and equitable methods of putting into effect the decree of the Supreme Court."

At Southern Methodist University the expected fall enrollment is 6,000-plus.

The University's average academic enrollment during 1956-57 was 5,500, with its closing Spring total at 5,374. Fall enrollment at the Hilltop was 5,374.



FAR CRY from the little red schoolhouse, Bryan Adams High is one of seven modern, new schools to open in the fall.

## Education

SMU's budget for the coming year represents a 12 per cent increase over that of last year. The budget for the year ending June 30 was \$5,363,125 as compared to the one for 1957-58 of \$6,468,363. It is an increase of \$1,105,238.

A new girls' dormitory, built at a cost of \$1,000,000, has a tentative opening for occupancy by the second six weeks of summer school. It has been named in honor of Robert Hall Shuttles, chairman of SMU's board from 1927 to 1932. The dormitory, which will accommodate 208 girls, will be completely air-conditioned and will have elevator service.

The next year will also see the debut of Head Football Coach Bill Meek, formerly of the University of Houston. Meek replaced Chalmer E. (Woody) Woodward.

The next year will also see the installation of a giant electronic "brain," a product of the Remington Rand Univac Division of Sperry Rand Corporation, at the University. It is valued at more than \$1,000,000.

Highland Park's school system expects about a \$100,000 increase in its past year's budget of \$1,946,720.

The school district, which ended the year with some 4,950 students enrolled, predicts about the same enrollment during the next year. More than 300 teachers are employed by the system.

Improvements, costing about \$1,200,000 will be completed by September. The improvements, including additions of wings to several of the six schools of the district, as well as refurbishing and remodeling, were begun last summer and continued throughout the past year.

At the University of Dallas enrollment is predicted to hit between 335 and 350 in September.

The new university, opened September 26 last year, first enrolled 196 students.

The school expects a budget close to a half million dollars.

Expected to be completed in mid-October are two new buildings—a House of Study for the Sisters of St. Mary of Namur and the Cisterian Father's monastery. They will cost \$300,000 each.

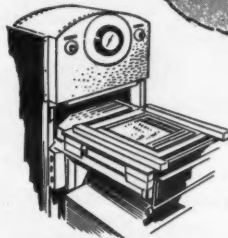
At Dallas College of SMU the new year will feature an expansion of their program of informal short courses. They include a new eight-lecture series on Law for Lay-

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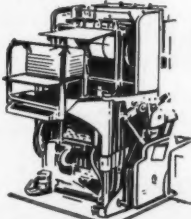
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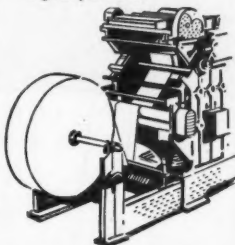
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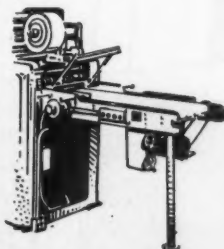
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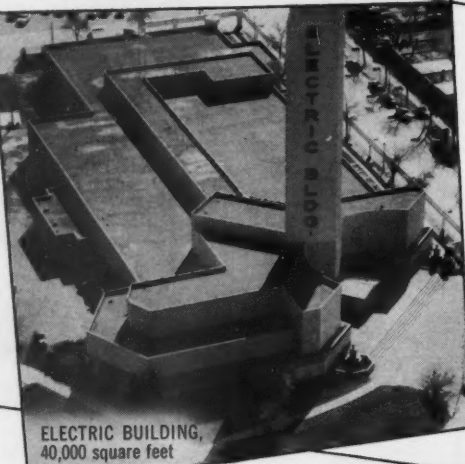
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## Education

men which will be taught by Professor Harmon Watkins of SMU, and also a morning class for women on Understanding the Arts of Today. Jerry Bywaters, director of the Dallas Art Museum, will coordinate the course.

College officials predict an enrollment of about 3,000 students in the fall term. A total of 2,981 registered for the fall term last year.

★

**University Receives Foreign Service Study Scholarship.** Southern Methodist University has been given a four-year scholarship for a student preparing for government foreign service by Wiley T. Buchanan, United States ambassador to Luxembourg.

Ambassador Buchanan, who once attended Southern Methodist University, presented the gift to help further interest in the field of government service.

The Buchanan scholarship will be available immediately.

★

**SMU Alumni Given Awards.** A Dallas newspaperman, the general manager of The State Fair of Texas, and a Dallas oilman have received distinguished Alumni Awards from the Southern Methodist Alumni Association.

Honored for outstanding achievement in their particular fields were Kenneth Foree, outdoor editor of the DALLAS MORNING NEWS; James H. Stewart, executive vice-president and general manager of the State Fair of Texas; and R. L. Foree, Dallas oil man.



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## Dallas

### CIVIC EVENTS

#### Gardners Plant A Dream Where Ration Books Once Grew

Dallas citizens of the war years of the 1940's got used to beating a path to a natural stone building at First and Forest Streets across from the Bandshell in Fair Park. There, they queued up, under the Oak and Magnolia trees, waiting for ration stamps that would allow them to buy tires, meat, sugar and gasoline.

Then, the building was about as popular as a chocolate cake in a reducing salon, where housewives and others journeyed to and fro only because their trips were necessary.

The building, which has stood on that site since the Texas Centennial of 1936, was hardly considered a cultural asset by the busy citizens of war. They weren't concerned with the structure's future.

"A showplace for the city?" they would have eyed a dreamer with skepticism and grunted, "Not the old war rationing board building!"

But years of planning and working by civic-minded men and women have turned the dream into a reality. That old building that went to war is destined to be a thing of beauty and a joy forever.

In November, huge glass doors of the remodeled edifice will swing open into the Dallas Garden Center—a new showplace for the city where the public can wander among luxurious gardens of flowers, shrubs and trees instead of the bleak forests of war time ration books.

This dream building will feature seven acres of horticulture—from open lawns and terraces to reflecting pools, fountains and an inside "garden under glass." In addition there will be two office rooms, a \$10,000 library, a reception room beyond a vestibule, two alcoves, a fully-equipped kitchen, lounges, and a three-way divisible auditorium with an overall seating capacity of 500.

The Center's director will be named soon.

The Dallas Garden Center is not only the result of work by thousands of women in the city's 250-plus garden clubs, but is also the climax of community effort among Dallas businessmen.

And it's older than most Dallasites would imagine.

The building was operated by the Centennial as a horticultural center and after



## Civic Events

the 100th anniversary celebration was over, it was converted into a women's building by the State Fair. In 1941 the Garden Center was established and Mrs. Steve Barrett was named first president. Mrs. Herbert Marcus was elected head of the organization in 1942, but World War II interrupted the group's progress. They turned their meager treasury into war bonds and the building went to war, too. Afterward it again served as the women's building during Fair times. When the new women's building was opened through the guidance of William Neal and Mrs. Leah Jarrett, the old structure was requested by the women who were planning the reopening of the Center.

A planning committee for the Center was established: Mrs. Marcus, Mrs. Frank G. Harmon, Mrs. John R. Salois, Mrs. W. B. Carrell, Mrs. Clarence R. Miller and Mrs. E. J. Ward Gannon. In cooperation with the State Fair, the Dallas Park Board, the City, and the three garden councils—Dallas, Oak Cliff and Negro—the planning of a permanent Center began.

The State Fair, through the support of Mayor R. L. Thornton and James Stewart, gave the old building to the Center. The City of Dallas and the Park Board pledged \$125,000. Ray Hubbard of the board and L. B. Houston of the park department supported the move. A recent public subscription campaign netted the remaining \$200,000 needed.

Then the gifts began to come in—a handsome bronze fountain, a piano, display tables and statuary. Neiman-Marcus gave the \$10,000 library. Many individuals bought \$500 memorial bronze plaques which will hang in the vestibule.

And, it seemed, the entire community turned out to help. Aid came in many forms and from thousands of people in such wide-spread enterprises as the Junior League, Audubon Society, local clubs and flower societies, the Renner Foundation, the American Institute of Decorators, Dallas radio and television stations, newspapers, nurserymen, landscaping firms, portrait artists, individual contributors, Texas A&M, Oklahoma A&M and Louisiana State University. An estimated 65,000 persons freely pitched in to help.

Those wishing to contribute to the Center may do so at any time and in any amount. The \$500 memorial bronze plaques are still available. All contributions are tax-free because the Center is a non-profit, educational institution.

From Mrs. Harmon comes an established fact that Dallas businessmen will

appreciate: "We will carry ourselves financially; we have never gone in the red."

The Center will support itself through the annual spring flower show (March 15-22 in 1958), through the annual city-wide spring flower pilgrimages, and through \$2 annual public memberships. (The Center anticipates 200,000 members in the first drive).

Why have a Garden Center? What will it do for Dallas? The Center planners have the answers.

A Center such as this will take its place as one of the city's greatest civic achievements. It will be a living showplace, attracting thousands of out-of-town and local visitors. As a future stop on scores of state-wide garden tours, it is estimated that 1,500,000 persons will visit the Center each year.

Just everybody doesn't know this, but Dallas gardeners large and small have spent \$15,000,000 unwisely in the last 10 years trying to beautify their homes. The men and women who know their flowers, trees and shrubs, know that the Chinese elm tree, for example, is not suited for this soil and climate. But those home owners who do not know it have spent \$1,000,000 in recent years trying to make 150,000 such trees thrive.

From the Garden Center then will come counsel, bulletins, analyses, landscape plans, lectures, motion pictures, classes, exhibits, special projects and activities for teenagers as well as all other age groups.

This continuous flow of information will save Dallas gardeners much time and money. In addition, the Center will offer fresh flowers for hospitals, help for civic agencies who have planting problems, and rooms for meetings.

In Dallas, where no citizen has to be reminded of the summer heat dangers to growing plants, gardeners must study and learn twice as much to produce lovely flowers and trees. Garden club members know from trial and error that plants which grow best in Dallas must be the hardy types that are also beautiful.

Mrs. Gross R. Scruggs knew this as far back as 1925 when she established the Dallas Garden Club, the city's first. In 1927, the Marian Scruggs Garden Club was formed in her honor and from that beginning, Dallas flower lovers have organized over 250 garden clubs.

Older residents remember when the city got on a Redbud tree planting spree (this was the club's first "campaign"); later nurserymen introduced the Mimosa tree;

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**Civic Events**

still later, garden clubs began singing the praises of the crepe myrtle. Now, these are widely — and wisely — planted by homeowners. The Dallas Park Department was urged to and did establish rose gardens in Kiest, Lake Cliff and Perry parks. And scores of flower societies have sprung up to inform the public and beautify the city.

Local gardeners have come to discover the beauties of day lilies, daffodils and caladium, to mention just a few, as well as the healthy aspects of St. Augustine grass in which pesky chiggers cannot live.

Quite frankly, Mrs. Harmon says the Center will be dedicated to beautifying Dallas County by telling the public what is suited to this soil and climate and by letting them know — not only what to plant — but when and where and how.

In the Center, there will be special information on growing vegetables as well as spraying and pruning. The planners hope to establish special classes where juveniles might learn gardening. Activities will be offered which will fill leisure hours of teenagers and oldsters alike.

The Center will be open to the public the year around.

Any garden club member knows that flowers breed friendships — that when neighbors begin trading seeds and bulbs the community begins to grow in beauty.

In short, all those thousands of people behind the Garden Center want the city to be beautiful — they want Dallas to be a place where beauty is everybody's business.

\*

**DeGolyer Library to be Public Center.** Dallas eventually will receive the late Everett Lee DeGolyer's library of Texiana, his mansion and scenic 42-acre estate at 8525 Garland Road for use as a public library, museum and park.

The famous geologist's will left his half of the million dollar estate and library to the DeGolyer Foundation of 13 trustees. They will administer the estate along with a \$1,000,000 endowment, interest from which will be used for scholarships and additions to the DeGolyer library.

\*

**Dreyfuss Mansion Donated to Chest.** The Dallas Community Chest Fund has received from the Dreyfuss Foundation the former Dreyfuss home at 2831 South Ervay, a South Dallas landmark.

Built more than 50 years ago by the late Gerard Dreyfuss, who founded Dreyfuss & Sons, the 8-room mansion later was the home of his daughter, Mrs. Lawrence Pollock, Sr., and her family.

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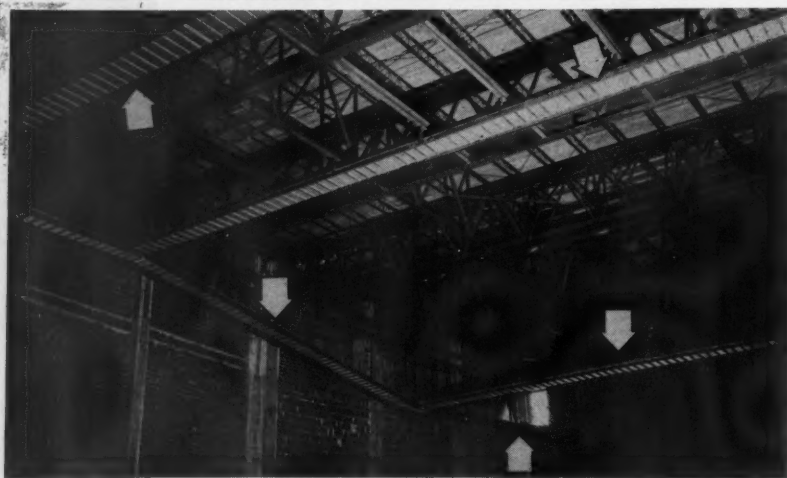
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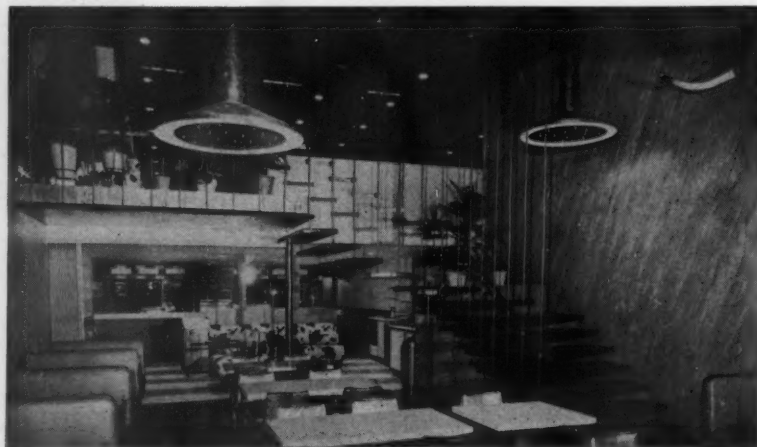
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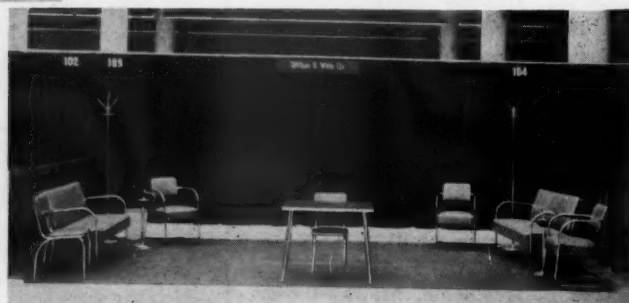


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**Woodall Service Station**, 7035 Snider Plaza; D. H. Woodall (E. T. Peterson)

**Davis Truck Parts**, 7620 South Central Expressway; Edgar E. Davis (A. O. Haller)

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**Todd Shipp Service Station**, 2150 S. Llewellyn; Todd Shipp (Pat Chandler).

**Auto Air Center**, 2524 Ft. Worth Ave.; Dave Hagen (Jim Layne).

**Commercial Service Station**, 3318 Commerce; Truit C. Pinson (D. C. Cox).

**P & H Sales & Service Company**, 118 Commerce; Harry Salis (Ned Meyerson).

**W. O. Bankston Oldsmobile, Inc.**, Ross & Olive; W. O. Bankston (George Golman).

**D. M. McGee Humble Service Station**, 8239 Preston; D. M. McGee (E. T. Peterson).

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**Continental Auto Leasing Corporation**, 301 Mercantile Commerce Bldg.; Scott Walker (Jim Layne).

### Manufacturing and Processing

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**Prior Products, Inc.**, 4828 Racell; Henry Yeats and M. C. Brown (V. P. Chandler and Jack Wantland)

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**Brewer's Pharmacy**, 1920 Skillman; George Brewer (Lil Fox)

**Factory Outlet Shoe Haven**, 2714 Samuel Blvd.; Albert Butler (Joe Glickman)

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**Continental Homes Company**, P. O. Box 13726; Harry V. Dulick (Tom Sheffield).

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**Spencer F. Black**, 436 Meadows Bldg. (Bill Garlow).

**Horizon Oil & Gas Company**, 1640 Republic Bank Bldg.; Curtis E. Calder (Bill Blaydes).

**Liquigas Corporation**, Meadows Building; Dan T. McDonald (Felix Harris)

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**Club "22,"** 1324 Commerce; Cliff A. Hunsaker (Jim Henderson)

**Preston Hills Tennis Club**, 13324 Preston Rd. (Ralph Sledge).

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**Springfield, Mass.**, 1113 Tower Petroleum Bldg.; Robert A. Phillips (Jim Layne).

**Howard M. Hall**, 410 E. Main, Grand Prairie, Texas (Lloyd Miller).

**Carl Leary, Insurance**, 322 West Jefferson (Jack Gidcumb)

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**Silvey Cafeteria**, 3214 Franklin; T. J. Silvey (Jack Wantland).

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### Transportation, Transfer & Storage, Delivery

**Direct Delivery Service, Inc.**, 1709 Magnolia; Lloyd Brooks (Ed Whitlow).

**Trans American Freight Lines, Inc.**, 2802 Rector; Wallace M. Clayton (Bill Walsh).

**Ace Day & Night Transfer**, 2825 Greenville; Casey B. Thomas (Carl F. Swanson).

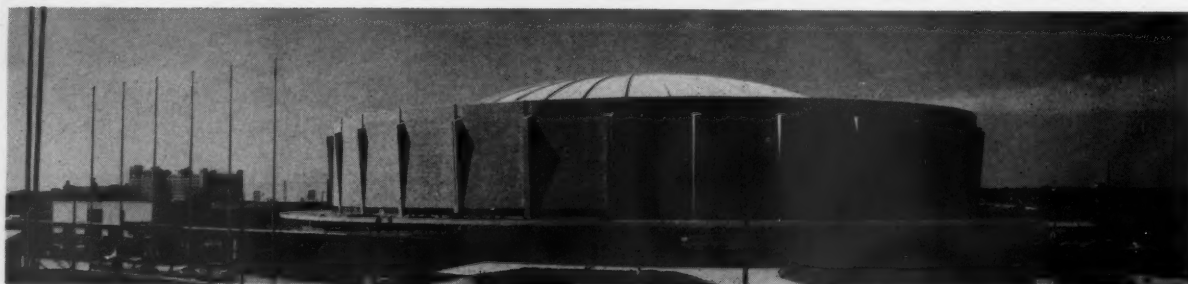
**Thomas Cook & Son, Inc.**, 511 Tower Petroleum Bldg.; Rowley R. Goss (Roger Ringler).

**Shulman Air Freight, Inc.**, 2608 Inwood; George Rieger (John Smith & Chuck Chambers).

**Ware and Company**, Burt Bldg.; William A. Ware (Lee B. Cheshier).

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**The Thomas Company**, P. O. Box 12071; John W. Thomas (Jim Layne).

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**Cross Timbers Ranch**, 800 Republic Bank Bldg.; Cullen Thomas (H. M. Russell, Jr.).

**Goodwill Industries of Dallas**, 2511 Elm; Robert F. Greenwald (Jack Hospers).

**Municipal Contractors Association**, Vaughn Bldg.; Stewart Page (Oliver Erickson).

**Bill Stokes**, 3024 Ft. Worth Ave. (A. C. Olney).

## Revaluation

(Members increasing their investment in the Dallas Chamber.)

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1



Jeremiah had to rely solely on his feet

2



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3



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# Sally Akins

by Jim Stephenson

Sally Akins is a pleasing blend of Old Southern hospitality, cosmopolitan culture, Texas know-how and Dallas drive.

In short, Sally is ideally suited to the position she holds as a *woman in business* — that of secretary to the resident manager of Big D's handsome new Statler Hilton Hotel.

For the thousand-room Statler Hilton, too, is warmly hospitable — come big convention or lone traveler. It's a crossroads for the world's Very Important People. It's as Texan as oil, or cotton, or livestock or high finance. It's as Dallas as tomorrow.

So, to be sure, Sally and "her" hotel have much in common.

Sally was born in Memphis, Tennessee, daughter of T&P Railwayman D. W. Akins, now retired.

When she was a little Southern gentlewoman aged five, Sally came along to Texas with her parents, because the T&P had need for a good man — her dad — in Fort Worth.

That's how it happened that Sally was graduated from Polytechnic High in Dallas' sister metropolis and went on to TSCW at Denton, then known as the College of Industrial Arts.

She got a degree in Physical Education from CIA, taught PE in Highland Park High School for a year, then took her PE master's at Columbia University.

But the world of business lured Miss Akins in 1941. Sally became a secretary for the W. A. Bechtel people and this took her for a while to Edmonton, Alberta, Canada.

From Canada Sally went to the West Coast for a couple of years and then, in 1945, joined the State Department.



SALLY MILDRED AKINS

Government service meant a 2½-year tour in Berlin as a secretary in the offices of Ambassador Murphy. A two-year stint at the Paris Embassy followed.

All this enhanced Sally's native ability to meet and deal with people in friendly, charming fashion, and so—a hotel career was inevitable.

In 1951, after leaving the State Department, Sally became secretary to the president of the Surf Club in Miami, Florida. After a season of this, S. A. Lynch, Miami hotelman, employed her as his private secretary.

Over a 5-year period, this experience added up to a big chunk of hotel know-how, more travel in Europe and still broader perspectives.

Sally was grabbed up by the Statler Hilton management even before it opened in January of 1956. She has been secretary to Carl Prather, resident manager, from the start. Mr. Prather currently heads up the Dallas Hotel Association.

What's involved in a job like this?

"It's the most pleasant work in the world," says Sally. "And one of the nicest things about it is the opportunity it affords to make new and lasting friendships with the folks who put up at our hotel."

"You soon get to know the little likes and dislikes of many of the country's most interesting people. And you make them feel at home, just as you would if they came to your house."

Sally mentioned, as an example, the portrait artist, Emil Kosa, and his wife, who stayed several weeks at the Statler Hilton.

"I got to know them real well and we became close friends," she said. "They are lovely people."

Sally lives with her mother and dad at 4005 Purdue. Her twin brother, Tom, is a colonel in the regular Army, teaching university classes at Ripon, Wisconsin. Her other two brothers are businessmen. They are D. W. Akins, Jr., with the Ohio Oil Company in Shreveport, and Jack Akins, with the National Bond & Finance Company.

EARLY ATTENTION to Crossed Eyes is important. See your Eye Doctor for correct diagnosis and correction.

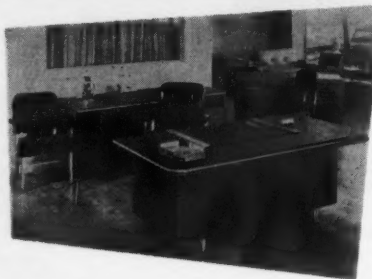
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## Dallas

### Clubs and Associations

**Ad League Elects Parker.** J. Frank Parker, Jr., a Dallas advertising specialties firm owner, has been named president of the Dallas Advertising League.

Other officers to assist Mr. Parker during the coming year include Will H. Rogers of Southwestern Bell Telephone and Herbert M. Walne of the Dallas Power and Light Company, vice-presidents, and Lloyd Price of *The Dallas Times Herald*, secretary-treasurer.

New directors are William F. Cunningham, Jr., Martha Robbins, George Watts, Jr., and J. C. Zimmerman.

★

**Cunningham Heads Power Group.** W. B. Cunningham of Dallas is the new president of the Texas State Association of the National Association of Power Engineers.

Other new officers include Otho Knight of Fort Worth, junior past president; W. B. Davis of Austin, vice president; A. W. Anderson of Dallas, secretary; Jack R. Arscott of Fort Worth, treasurer; Dalton Weatherby of Fort Worth, conductor; E. L. Henning of Fort Worth, doorkeeper; and Vernon Greer of Fort Worth, chaplain.

★

**Optimist Club Installs Noe as Head.** Clifford D. Noe, local insurance agent, has been installed as the new president of The White Rock Optimist Club.

Other officers who will serve with Mr. Noe include Ronald Glenn, Rowland Adams and John M. Hefner, vice-presidents; Glen Rose, secretary-treasurer; Dr. John Lee Smith, sergeant-at-arms; and Rev. John Lee Smith and Lee Bedford, co-chaplains.

★

**Engineers Society Names Johanning.** The Dallas-Fort Worth Chapter of American Society of Tool Engineers has appointed Mark Johanning, owner of Production Products Company and membership chairman of the chapter, as vice-chairman of the National Membership Committee.

The American Society of Tool Engineers is the second largest technical society in the United States.

★

**Hoke Heads City Planners.** Frank Hoke, vice-president of Oak Cliff Savings and Loan Association, has been named chairman of the City Plan Commission.



## Clubs and Associations



VAUGHAN

**Dorothy Vaughan Heads Secretaries Group.** Miss Dorothy Vaughan of Dallas is the newly elected national president of Executives' Secretaries, Inc.

As president, Miss Vaughan will head an organization composed of more than 1,000 top business women in the nation. She received her bachelor of business administration degree from Southern Methodist University in 1950 and is secretary to Leonard Green, president of the Dr. Pepper Company.

Executives' Secretaries, Inc., is an exclusive organization with firms holding the membership. During her term of office Miss Vaughan will be visiting chapters in the nation which will include visits to 12 states.

### Allen Heads Insurance Association.

Austin F. Allen, chairman of the board of directors of Texas Employers' Insurance Association, has been elected president of the National Association of Mutual Casualty Companies.

**Underwriters Association Names Officers.** James Ratliff of Union Bankers Life, is the new president of the Texas Home Office Life Underwriters Association, succeeding R. W. Blevins.

Other officers are Jack F. Daniels, Republic National Life, vice-president of membership; J. Wayne Payne, Praetorians, vice-president of programs; David W. Soelter, Mercantile Security Life, vice-president of publicity; and Truman Ragsdale, Great National Life, secretary-treasurer.

\*

**Muscular Dystrophy Group Establishes New Area Offices.** The Muscular Dystrophy Associations of America, Inc., has expanded its field personnel for Texas and has established new area offices located in the Universal Life and Accident Building, 901 Ross Avenue, Dallas.

Carthy R. Ryals, Jr. has been named to the position of executive secretary for Dallas and Tarrant Counties.

Mr. Ryals graduated from Baylor University of Denver. A native of Mobile, Alabama, he spent five years on Capitol Hill in Washington, three of which he served in the United States Supreme Court.

\*

**Root Named Rotary Governor.** Trent C. Root, vice-president and controller of Southern Methodist University, was elected governor of Rotary District 581 at the forty-eighth annual convention of Rotary International held in Lucerne, Switzerland.

As district governor, Mr. Root will coordinate the activities of the 50 Rotary clubs in District 581. He is a past-president of the Dallas Rotary Club.



HALL

**Accountants Group Elects Hall.** The National Machine Accountants Association, Dallas Chapter, has elected Tommy Hall, Lone Star Boat Company, as its president.

Other officers named are S. W. Johnson, Southwestern Bell Telephone Company, vice-president; Bill Harper, The Southland Corporation, secretary; Charles Davis, Chance-Vought Aircraft, treasurer.

Directors are Ted Simes, Murray Investment Company; Bob Smith, Republic National Bank; Gerry Smith, Union Bankers Insurance Company; Jimmy Fee, Morris Stores; and Bob Harris, Times Herald.

\*

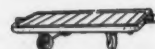
**Runyon Named Associated Press Director.** John W. Runyon, president of *The Dallas Times Herald*, was one of three new directors of The Associated Press elected at the annual meeting of the news co-operative.

There are 18 members of The Associated Press Board of Directors. They are chosen for three-year terms, with the terms of six expiring each year.

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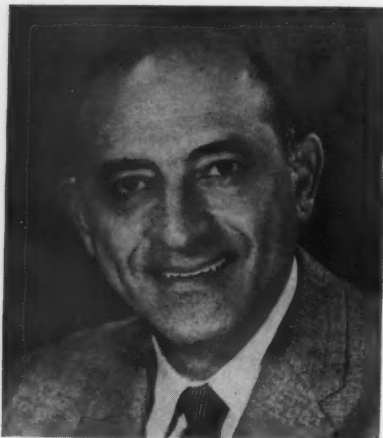
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KADANE

**Kadane Named Warehouse Association Head.** Sheffield A. Kadane, co-owner of the Pure Ice and Cold Storage Company, Dallas, has been elected president of the National Association of Refrigerated Warehouses.

Mr. Kadane served last year as vice-president of the national organization and has had two terms as chairman of the Southwestern chapter of the group.

**Insurance Club Elects Buchel.** A. R. Buchel, senior vice-president and secretary of the Gulf Insurance Company and its affiliate, the Atlantic Insurance Company, both of Dallas, has been elected president of the Insurance Club of Dallas.

Mr. Buchel is chairman of the governing committee of the Fire Prevention and Engineering Bureau of Texas and vice-chairman of the Texas Insurance Advisory Association.

Other new officers include L. Mortimer Buckley, CLU, New England Mutual Life Insurance Company, first vice-president; Arthur E. W. Barrett, of Arthur E. W. Barrett Company, second vice-president; Warren L. Gravely, Home Insurance Company of New York, treasurer; and Charles W. Morgan, General Adjustment Bureau, secretary.

**Laundry Association Celebrates Golden Jubilee.** About 500 members and guests celebrated the 50th golden jubilee of the Texas Laundry and Dry Cleaning Association at the annual convention held in the Baker hotel.


One of the featured speakers at the convention, Jim Low, was provided by the National Association of Manufacturers.



PARKS

**Parks Elected Underwriters Group Director.** Largent Parks, Jr., assistant to the president of Preferred Life Insurance Company and secretary-treasurer of Dixie Life Insurance Company, has been elected a director of the Texas Accident and Health Claims and Underwriters Association.

Mr. Parks is the youngest member ever to serve that association either as an officer or a director.



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## Clubs and Associations



NATHANSON

**Nathanson Elected Bakers Association Officer.** David Nathanson, executive vice-president of Golman Baking Company, has been elected vice-president of the Texas Bakers Association.

Mr. Nathanson was born and reared in the baking business, and since 1947 has been actively engaged in administrative and managerial duties at Golman Baking Company.

He is a past president of the Dallas Bakers Club, and is chairman of Texas Bakers Production Seminar and a member of the American Society of Bakery Engineers.

★

**Dental Association Installs Tipton.** Dr. Roscoe Tipton of Dallas was installed president of the Texas Dental Association at the group's annual convention in Houston.

A program to incorporate dentists into the Civil Defense has been approved by the association's house of delegates. The project will be set up for dentists of the 24 districts of the state association and will include eight hours of instruction at key medical installations.

★

**Crofford Named to Membership in Investment Group.** Carl Crofford, vice-president of Keith Reed & Company, investment firm, has been elected to membership in the Dallas Association of Investment Analysts.

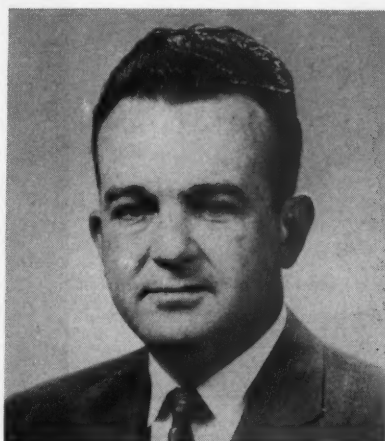
Mr. Crofford, who attended The Wharton School of Finance in Philadelphia, and Harvard University, holds degrees from Rice and Southern Methodist University. He is a member of the Dallas Control of Controllers.

**Civitan Club Installs Whiting.** Louis H. Whiting, vice-president of Anderson Furniture Company, has been installed as president of the Dallas Civitan Club for the fiscal year beginning July 1.

Other officers installed include C. E. Loudon, Sam J. Bifano, and H. Louis Nichols, vice-presidents; Herschel L. Futch, secretary-treasurer, and J. M. Caudle, sergeant-at-arms.

The club's annual Jesse Chiles Memorial Award was presented to C. E. Loudon, and Louie N. Coleman and Milton J. Hauge received Civitan Honor Keys for outstanding club and community work.

★



McMILLEN

**Cost Accountants Elect McMillen.**

The Dallas Chapter of the National Association of Cost Accountants have named James E. McMillen as its president. Mr. McMillen is controller of the Lone Star Boat Company.

Other officers elected are James F. Black, Ford Motor Company, Rex R. Woodford, Texas Metal and Manufacturing Company, and Len F. Smith, vice-presidents; Roy Broberg, Collins Radio Company, secretary; W. M. Wright, Southern Methodist University, assistant secretary, and Cecil Ussery, Ussery Printing Company, treasurer.

★

**Dr. Broude Heads Chiropody Society.** The Dallas County Chiropody Society has named Dr. Max Broude president.

Also elected are Dr. Roy L. Bernstein, vice-president; Dr. Ben L. Smith, Jr., secretary-treasurer, and Dr. Myron Ball, program chairman.

## ELECTROTYPERS SAM ROSS McELREATH CO.

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**Clubs and Associations**

**Golf Association Chooses Officials.** David (Spec) Goldman has been elected president of the Dallas Golf Association.

Other new officers are Tom O'Dwyer, vice-president; Johnny Jester, treasurer, and Jim Filkins, secretary.

★

**Ex-FBI Men Elect Smith.** R. E. (Dick) Smith, veteran law enforcement officer and supervisor of industrial security for Chance Vought Aircraft, Inc., has been elected chairman of the Dallas chapter, Society of Former Special Agents of the Federal Bureau of Investigation, Inc.

Also elected for the 1957 term were William W. Fair, Jr., an attorney, vice-chairman; Ford S. Lacy, executive vice-president of the Texas Wholesale Grocers Association, secretary, and James H. Merritt, vice-president, First National Bank in Dallas, treasurer.

★

**Petroleum Group Elects McLemore and Otis.** Two Dallas men, Robert H. McLemore and H. C. Otis, Jr., have been named officials of the Petroleum Equipment Suppliers' Association, an organization of equipment, well service, and supply companies selling to the oil industry.

Mr. McLemore, president of Otis Pressure Control, Inc., was elected a member of the association's executive board.

Mr. Otis, first vice-president of the Dallas firm, was elected chairman of the service company committee of the Mid-Continent district of the association.

★

**Hillcrest Estates Group Names Lawson President.** Hillcrest Estates Association has elected Dan S. Lawson, of 6424 Belmead Drive, as its president.

The association is a non-profit, non-political group organized for the beautification, maintenance and general improvement of the rustic area between Hillcrest and Preston in North Dallas. The area comprises approximately 100 homes with many private lakes and parkways all of which are maintained by Association members.

Ricks Strong was named first vice-president; E. E. Rosaire, second vice-president; J. L. Kennerly, secretary, and G. W. Welsh, treasurer.

The new board of directors includes Dr. Perry Q. Needham, George E. Ray, Don L. Baxter, George D. McClure, William R. Harrington, Dr. J. D. Singleton, John E. Douglas, Hugh R. Jones, H. C. McFarland and Lloyd Andrews.

## Clubs and Associations

**Mrs. Anderson Heads Women in Construction.** Mrs. Mary Anderson of Hughes Steel has been installed president of Women in Construction of Dallas at the annual meeting of the group.

Other officers are Mrs. Corinne Cole of Chaney & Hope, vice-president; Mrs. Billie Heiman of National Electrical Contractors Association, secretary; and Miss Elmalee Sands of Hall-Fisk Electric Company, Inc., treasurer.

Directors will be Mrs. Frances Crabtree of Harper & Kemp; Mrs. Reina Rohe of P. C. Corenson Company; Mrs. Lee Dillon of Builders Concrete Products; and Mrs. Flo Woodmansee of Texas Contractor.

★  
**Beasley Named to YMCA National Board.** Theodore P. Beasley, president of the Republic National Life Insurance Company, has been elected a member of the National Board of the Young Men's Christian Association.

Mr. Beasley has served three terms as president of the Metropolitan Board of the Dallas Y.M.C.A., and recently was named an honorary life member of that board. He will attend the meeting of the World Committee to be held in Kassel, Germany, in July.

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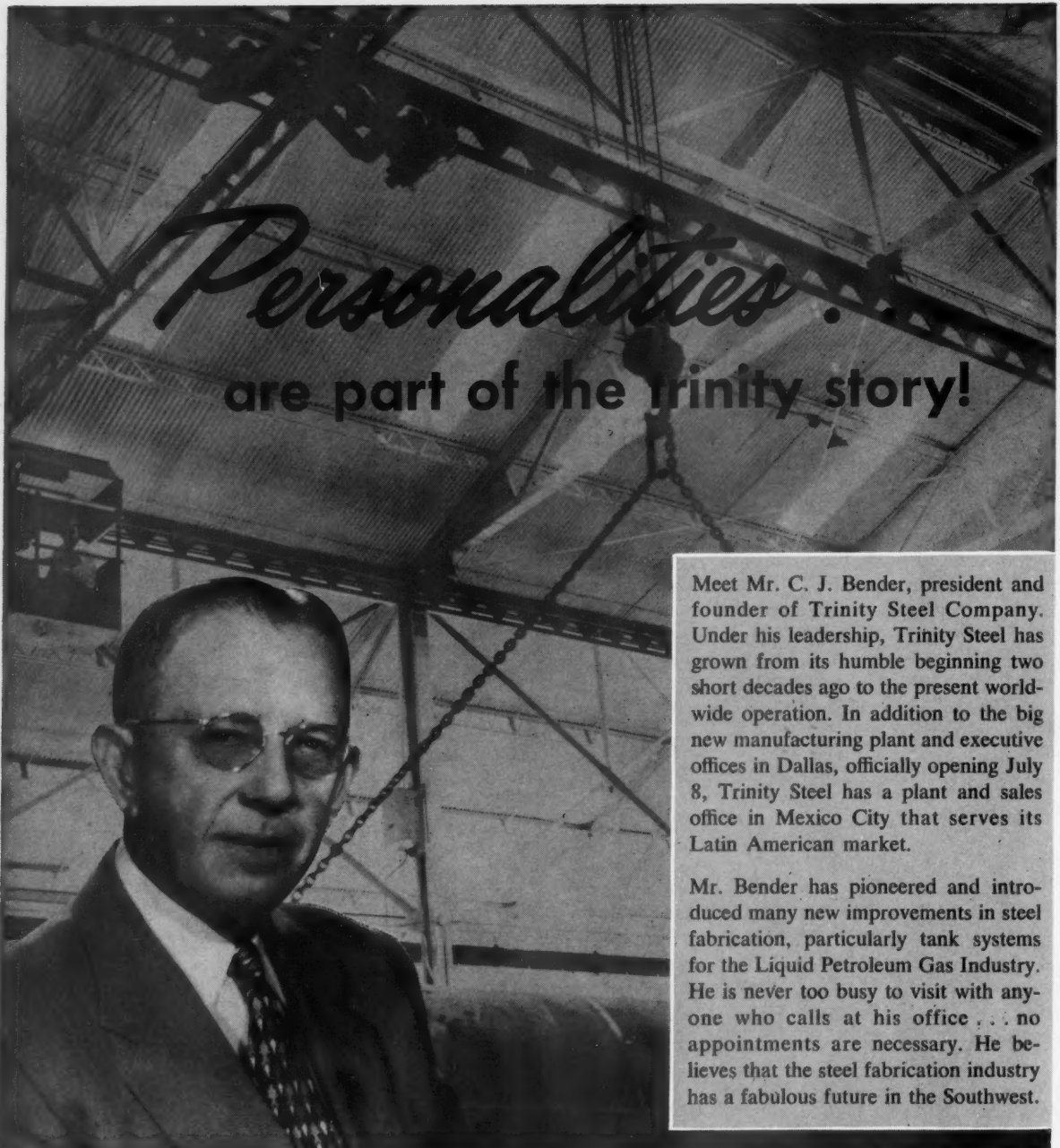
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# Personalities

## are part of the Trinity story!

Meet Mr. C. J. Bender, president and founder of Trinity Steel Company. Under his leadership, Trinity Steel has grown from its humble beginning two short decades ago to the present world-wide operation. In addition to the big new manufacturing plant and executive offices in Dallas, officially opening July 8, Trinity Steel has a plant and sales office in Mexico City that serves its Latin American market.

Mr. Bender has pioneered and introduced many new improvements in steel fabrication, particularly tank systems for the Liquid Petroleum Gas Industry. He is never too busy to visit with anyone who calls at his office . . . no appointments are necessary. He believes that the steel fabrication industry has a fabulous future in the Southwest.

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## Young Men Going Places

# Charles A. Closson

by Elery Owens

It's not surprising that Charles A. Closson has made a name for himself in the hotel industry in the past decade. It was perhaps inevitable; that was the way circumstances added up.

It's a little more than ten years ago that Charley Closson left his native Pennsylvania to "get out of the dirt and cold." He was already a veteran of the business, having started when he was 18—and his Pennsylvania Dutch background, with its accent on hospitality and good food, helped.

And then, too, there's the fact that in Texas, he's been associated with Dallas' Leo F. Corrigan, who has become a real estate and hotel legend since the end of the war.

It's a combination of these factors that have helped make 36-year-old Charles Closson one of the better-known hotel men in Texas.

He's manager of the Loma Alto Hotel, and Central Manager of the "L Hotels"—the six Corrigan suburban hotels in this area. In addition to the Loma Alto, there's the Lakewood, the Lawn and the Lynn in Dallas; the Lennox in Grand Prairie and the Loring in Fort Worth.

Charley Closson has helped pioneer suburban hotels, a post-war development in which Mr. Corrigan played a major role. Of long, low construction with no elevators, they feature plenty of free parking, yet have convenient access to business centers. That they've been successful is indicated by the fact that the Loma Alto has one of the highest occupancy rates of any hotel in the state or country.

But Charles Closson was well-grounded in more conventional hotel-keeping before he ever came to Texas. Just out of high school, he had gone to work in a hotel in his home town of Altoona, Pennsylvania. After two years, he went to the General



CHARLES A. CLOSSON

— Giftings

Brodhead Hotel in Beaver Falls, Pennsylvania—and by the time World War II intervened, had worked through every department and was assistant manager in charge of food and beverage.

Charley Closson went back to his old job at the General Brodhead after three and a half years' service, including action on Navy LST's in four major Pacific invasions.

But late in '46, Charley decided to cut loose—and come to Texas.

His first job was as manager of the Lakewood Hotel. Then he opened the Lynn Hotel—and in 1951, became manager of the Loma Alto and General Manager of the "L Hotels." In this capacity he helped add the Lennox at Grand Prairie to the chain.

A Mason and member of the Rotary, Charles Closson has held a number of offices in hotel organizations. He's a past-president of the Dallas Hotel Association and of the Dallas Charter of the Hotel Greeters of America. He's also a former member of the Board of Directors of the

Texas Hotel Association and currently Vice President of the Texas Hotel Review. He also belongs to the Texas Accountants' Association.

Within the industry, Charley Closson is considered an expert on the operation of suburban hotels. He's lectured at the annual short courses conducted by the T-H-A at the University of Houston.

The Texas hotel industry and Dallas have both benefited by the fact that rugged, friendly Charles Closson decided to pull up his roots from the Pennsylvania Dutch country a decade ago.

That Dallas has achieved a reputation as a fine host to travelers and other visitors is in no small part his doing.

And as the city and the area maintain the growth to which they are destined, Charles Closson will continue his role in making that development easier and more pleasant. For uncounted thousands of persons, he's helped make that all-important first impression of Dallas as enjoyable as his was that December afternoon more than ten years ago.

# Personalities

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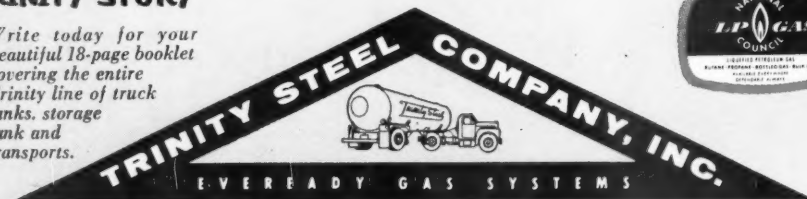
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— Gittings

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## Dallas

### NEW and EXPANDING BUSINESS

#### Construction Work Begins On New Corrigan Building

Wrecking crews have begun demolition of existing structures on the site of a 20-story office building planned by the Corrigan interests of Dallas at an estimated cost of \$6,000,000, including land.

Plans for immediate construction of the building were announced recently by the owners — Leo F. Corrigan, Edwin B. Jordan and Leo F. Corrigan Jr.— who estimate that the building will be completed by the fall of 1958.

This will be the fourth major office-building development by the Corrigan organization in downtown Dallas since 1946. Other buildings which have been completed previously are the Corrigan

tower, the Adolphus tower and an addition to the Burt building.

The Corrigan interests also own the Thomas building and the Tower Petroleum building in Dallas, the Sinclair building in Fort Worth and the Fulton National Bank building in Atlanta, Georgia.

The new building site fronts 200 feet on Ervay street and 50 feet on Elm and Pacific. The Palace theater adjoins the location on the west.

When completed, the structure will add an additional 200,000 square feet of office space in the heart of downtown Dallas.

Architect-engineer for the project is the firm of Hendrick, Stanley and Morey of Dallas, and the building contract has been awarded to the Henry C. Beck Company.

Other contractors announced by the Corrigan interests are Abright Electric Company, electrical work; and Natkin and Company, plumbing, heating, ventilating, air conditioning and sprinkler work. Both are Dallas firms.

As announced by the owners, construction plans call for the Elm, Ervay and

Pacific street elevations of the building to be treated with porcelain spandrels and continuous glass windows.

To accent the spandrels on the other elevations, the West elevation will be solid masonry. The second floor spandrel will mosaic, and the shop fronts along Elm, Ervay and Pacific will be of granite and plate glass.

The main entrance will be on Ervay and will feature a Venetian terrazzo floor and base with ceramic mosaic tile walls.

Four high-speed Westinghouse operator-less elevators of the latest design will be installed in the building. Each will have a decorative cab enclosure.

The elevator lobbies will feature vinyl tile floors and fabric wall coverings.

Heating and cooling will be provided by the latest type of high velocity summer-winter air conditioning system.

In order to alleviate the congested pedestrian sidewalk situation on Ervay, the building columns will be recessed back from the property line so that the sidewalk can be widened.

When the sidewalk is widened, it will provide the public with an added convenience and will also benefit the shops on the ground floor.

"This location provides the utmost tenant convenience to shopping, amusements, transportation and parking facilities that are available in downtown Dallas," the owners add.

★

▶ Minton's Curtains and Draperies has leased a store at 6030 Luther Lane in Preston Center. This shop will be a part of the 40,000-square-foot building now under construction, with completion scheduled for August. Lease arrangements were made by David W. Moss of Henry S. Miller Company, realtors, for Trammell Crow, the owner. Harold Berry and Don Speck are architects for the building and McFadden and Miller Construction Company is general contractor. Roy W. Minton, owner of the shop, was formerly buyer for Sanger Brothers' drapery department, having spent 21 years with that firm.

★

▶ Pioneer Rubber Company of Willard, Ohio, has leased the 4,000-square-foot building at 1515 Dragon Street in the Trinity Industrial District for their Southwestern sales and distribution branch. Pioneer manufactures rubber gloves, balloons and other rubber products, and its Dallas branch will be under the supervision of Al Marshall, district manager. Leasing arrangements were made through Jay Green of Henry S. Miller Company, Realtors.



#### Corrigan Interests Begin Work On Office Building

Plans for the immediate construction of this 20-story office building in the heart of downtown Dallas were announced recently by the Corrigan interests. When completed in the fall of 1958, the structure will give downtown Dallas an additional 200,000 square feet of office space.

## New and Expanding Business—

► Community Blood and Plasma Service, Inc., of Birmingham, Alabama, has leased the three-story building at 2109 Commerce Street for a blood and plasma collection and distribution center. The building will be remodeled to equip it for the taking of whole blood from donors to serve hospitals. Charles Blank is Dallas manager of the company. The lease for the building was negotiated by Horace Vail of Henry S. Miller Company, Realtors.

★

► Big Three Welding Supply Company is building a tonnage oxygen plant located between Hurst and Euless, Texas, south of Highway 183. The plant will be capable of producing approximately 30 tons of liquid oxygen or liquid nitrogen per day, and approximately 20,000 cubic feet of argon, which will be available in gas or liquid. Big Three is adding this plant to its expanding operations in Texas, New Mexico and Oklahoma.

★

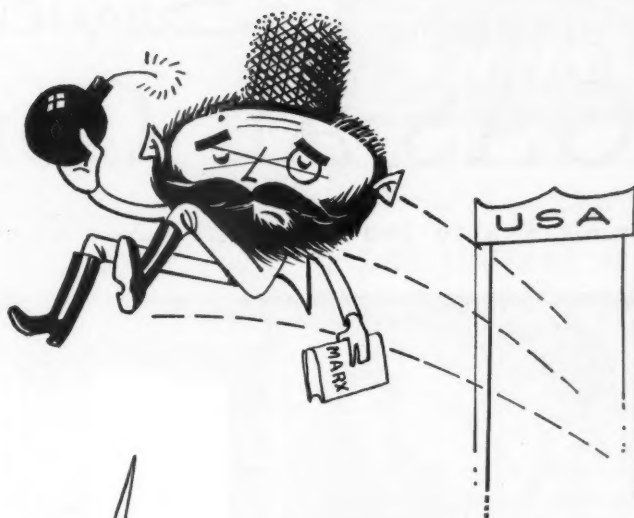
► Evans Carpet Company, wholesale floor covering firm, has leased a 13,000-square-foot warehouse at 126 Glass in the Trinity Industrial District for the distribution of its products in the Southwest. Eddie Evans, president of the firm, had been Southwestern regional representative for a national carpet manufacturer for eight years before resigning to organize the new Evans Carpet Company. Ernest M. Chisholm, realtor, handled the lease negotiations for the warehouse.

★

► Stewart & Associates, Inc., a newly-formed business and financial service company, has opened offices in the Meadows Building. The firm is concerned with special situations only, and its services are not available to the general public since it is not engaged in business as a securities dealer or underwriter. T. Fritz Stewart, until recently a general partner in a Dallas investment banking firm, is president of the new company.

★

► The Coleman Company, Inc., Midwest appliance manufacturer, has established a factory sales branch and warehouse at 4909 Reading. The new branch will serve Coleman heating and air conditioning dealers in a 68-county area in North and Central Texas. Leland C. Ginn, Coleman merchandise manager and a former Dallas resident, has been named to head the facility, with R. B. Chambers of Dallas as his assistant.



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| <b>One Coil System</b>                              | Heats and cools through revolutionary single coil in single cabinet.                                   |
| <b>No Moving Parts</b>                              | Cooling system has no large motor or compressor to cause trouble.                                      |
| <b>One Low-Cost Fuel</b>                            | Uses economical gas—dependable—efficient—quiet.  |
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**GAS COMPANY**



## New and Expanding Business



### Melton Book Company Occupies New Building

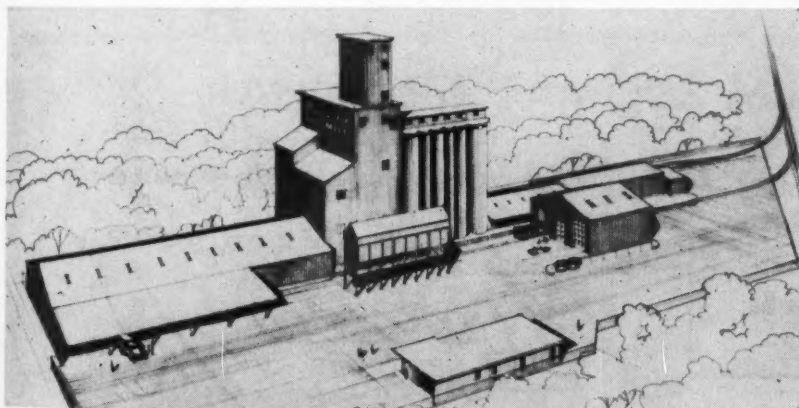
Melton Book Company, Inc., has moved to its new 10,000-square-foot building at 1901 Levee Street in the Trinity Industrial District. Joe Chaffin was architect for the structure. General contractor was James L. Williams, and the leasing agent was Harry J. Garrett. The firm wholesales library books of all publishers to public schools and churches. S. M. Melton is president, William H. Melton is vice-president, and Bill Smith is field director of educational sales.

► Economics Laboratory of Texas, manufacturers of cleaning compounds, has begun construction of a 44,000-square-foot office building and warehouse on a four-acre site in the Brook Hollow Industrial District. McFadden and Miller construction company will erect the building for Trammell Crow, who will lease it to the laboratory. Moser Company handled negotiations, and Harold A. Berry and Donald Speck are the architects. The building is expected to be ready for occupancy by November or December.

► Jones-Carl, Inc., a new "business relations" firm utilizing the separate techniques of advertising and public relations,

has opened offices in Dallas at 1322 Davis Building. Principals of the firm are Robert Jones and Robert Carl of Dallas, both of whom have had extensive experience in the fields of advertising and public relations.

► The Acme Chain Corporation of Holyoke, Massachusetts, has expanded its warehouse facilities by moving to a new building at 1103 Levee Street in the Trinity Industrial District. The building combines air-conditioned office and warehouse areas and has rail trackage, truck docks and off-street parking. The company distributes roller chain, roller chain sprockets and roller chain couplings.



### Paymaster Feed Mill to Build New Plant

Construction will start immediately on a modern, "push-button" Paymaster Feed Mill on the site of the recently-damaged Southland Feed Mills at 5225 Maple Avenue in Dallas. The new mill will be erected on an expanded site from the ground up, retaining only certain portions of the storage and trackage facilities of the original mill. Full production at the plant is scheduled for early fall.

DALLAS • JUNE, 1957



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### Tex Mex Begins Construction of Holiday Inn Hotel

Architects' plans for the Holiday Inn Hotel call for guest accommodations surrounding a central innkeeper's lodge which will feature the hotel lobby, manager's office, gift shop, private club, meeting and dining rooms and a glass-enclosed restaurant overlooking a triangular swimming pool.

► The Ogburn Company, Inc., manufacturers and distributors of gift ware, has opened office and warehouse facilities at 1615 Dragon Street in the Trinity Industrial District. Affiliated with the firm at the same address is Marjo Enterprises, made up of the artists who create the gift wares manufactured locally. This is a new company for Dallas. The 12,000-square foot brick building is air-conditioned and is served by rail trackage and truck docks. Moser & Company, realtors, handled the lease negotiations and the building owner is Harry Seeligson.

★

► The Rominger Advertising Agency has moved its offices to new and larger quarters at 708 Kirby Building, corner of Main and Akard Streets. The new suite of offices is arranged for more efficient handling of the agency's growing business.

► The American Rug and Carpet Company of Chicago has opened a regional sales office and warehouse at 1115 Dragon Street in the Trinity Industrial District. The Dallas plant will ship tufted and woven carpets throughout Texas, Oklahoma, Arkansas, Louisiana, New Mexico and Colorado. The buff brick building has air-conditioned offices and is served by rail trackage and truck docks. Melvyn Smith is warehouse manager. Harry J. Garrett & Company handled the lease negotiations.

★

► Guardian Savings and Loan Association has let the contract for their new five-story building to Hal C. Dyer Construction Company. Completion is scheduled by March, 1958. Guardian will occupy the ground floor of the structure and the upper floors will be leased to office tenants.

### Holiday Inn Leaves Drawing Board As Construction Begins

Holiday Inn, a 102-unit hotel, is being built for the Tex Mex Corporation on a triangular site facing Lemmon avenue between Lovers Lane and Bluff View road. Robert Yarber, president of Tex Mex, estimates the cost at \$1,200,000.

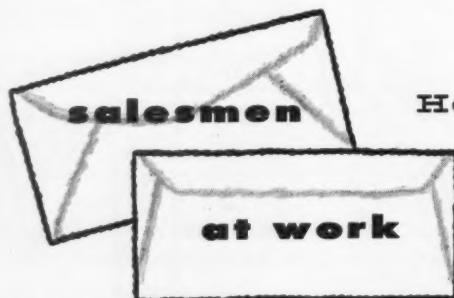
Since the hotel is located near the new Love Field terminal and Southwest Air-motive, the owners expect to accommodate mostly air travelers. Originally the plans called for a 64-unit hotel, but Tex Mex decided to expand the operation after examining the growth potential of Love Field.

Guest accommodations are planned around a central innkeeper's lodge which will include the hotel lobby, manager's office, gift shop, private club, meeting and dining rooms and a glass-enclosed restaurant overlooking a triangular swimming pool.

Architects are Erwin and Willimon of Dallas, and H. R. Bergstrom of Marshall is general contractor. The hotel is expected to be completed late this year.

Tex Mex was organized by Mr. Yarber and Tom H. Stevens, vice-president, in 1955.

► Texas Rubber Supply, Inc., has announced plans for a new office and warehouse building at 2436 Irving boulevard. Containing more than 9,000 square feet, with air-conditioned offices, rail and truck facilities, the building will more than double the firm's present accommodations. The architect is Jon Carsey, and lease negotiations were handled by Campbell & Campbell, Realtors.



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## New and Expanding Business

► Transcon Lines has purchased the operating rights and equipment of M and D Motor Freight Lines, Inc., of Dallas. The acquisition by Transcon, whose administrative offices are in Los Angeles, extends the firm's 7,000-mile system to Dallas, Fort Worth and six other Texas and Oklahoma cities. Frank Bacon will continue as general manager of Transcon's newly-created M and D Division, and the 250 employees of the Dallas firm also will be retained.

★  
► Walco Manufacturing & Supply Company has begun Dallas operations at 2134 Hawes Avenue. The firm specializes in the design and metal fabrication of special equipment custom made for a particular requirement. Falco also is a distributor or factory agent for many construction specialties such as hoisting towers, concrete mixers, scaffolding and maintenance equipment.

★  
► Carter, Mizell, Carruth & Bradford, a newly-formed partnership of ad valorem tax specialists, has opened offices at 305 Fidelity Union Life Building. The partners are L. R. Carter, David R. Mizell, Leslie G. Carruth and L. F. Bradford.



### Freeman Company Takes Over New Space On Commerce

Freeman Decorating Company has recently taken over an additional 6,000 feet of space at 3004-3010 Commerce. The addition will be used primarily for storage of rental equipment and as an exhibit building shop. The company is expanding its space in anticipation of increased convention business in the new Memorial Auditorium, Fair Park and downtown hotels. Manager of the firm is John E. Gebhard, and Jac S. Abraham is sales manager.

► Village Cadillac Company, at Preston and Mockingbird, has been purchased by Carl Sewell and Woody Sewell. Both men have been associated with the automobile business in Dallas for a number of years. No change in personnel or policy will be made, it was announced.

► Cornell Oil Company has consolidated its Lubbock offices with its offices in Dallas and has moved its headquarters from the Meadows Building to a newly-completed building at 4616 Greenville Avenue. The building was designed and erected by S&L Construction Company of Dallas.

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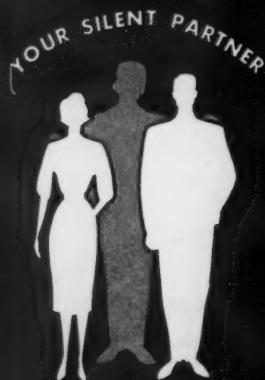
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DALLA

## Dallas

### APPOINTMENTS and PROMOTIONS

**ALTON MILLER** was elected president of the Dallas Real Estate Board at the group's June meeting. A pioneer in organizing Multiple Listing Services for the Dallas board and for others, Mr. Miller will take office in September, succeeding Jim Akins.

Serving with Mr. Miller will be **DeWITT KNAPP**, first vice-president; **FRED PEEK**, second vice-president; and **FRANK MALONE**, secretary-treasurer.

New directors are **SANDERS CAMPBELL**, **JUDGE B. FITE**, **W. G. HARRIS**, **ALEX HUDSON**, **C. GORDON JACKSON JR.**, **GRADY G. MARTIN**, **MRS. PEGGY PATTON**, **H. M. ROBERTS**, **ROBERT A. YARBER** and **TOM WHITLEY**.

Re-elected as directors were **JIM AKINS**, **BERNARD COHEN**, **MRS. ARTHA GARZA**, **CLIFF GLEAVES**, **BOB HARDY**, **H. GRADY JORDAN**, and **LAWRENCE (BUD) MILLER JR.**

Mr. Miller, the new president, has also served the board as secretary-treasurer, second vice-president and first vice-president.

**WILLIAM V. TRAEGER**, a former F.B.I. man, has joined Otis Engineering corporation as director of training and recruitment. He will direct an expanded training program for plant, field, sales department and other employees for Otis. Mr. Traeger, a graduate of Northwestern, was with the F.B.I. for six years and was stationed in New Jersey and in Dallas.

★  
**M. M. BURNS** is the new Dallas city manager of the Hertz corporation. He will be in charge of the firm's rent-a-car and truck leasing division, succeeding **G. A. PARKER**, who has been named Kansas City manager. Mr. Burns has been with Hertz five years.

★  
**ROBERT J. MACON** and **ROBERT C. KOHLER JR.** have been promoted to assistant vice-presidents of Guardian Savings and Loan Association. Mr. Macon has been with the association five years and formerly was assistant secretary. Mr. Kohler was with General Motors in San Francisco, California, before joining the firm a few months ago.

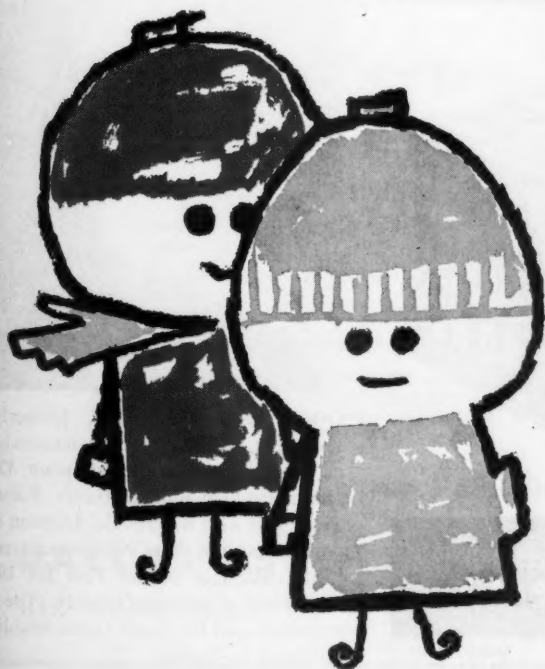
★  
**JOSEPH J. McAULIFFE JR.** has been named assistant to Regional Director William J. Rogers of the U. S. Department of Labor's Wage-Hour Division in Dallas. Mr. McAuliffe joined the division in 1950.



**L. R. "BOB" GIBSON JR., C. L. U.**, has been named executive vice-president and agency director of Lone Star Life Insurance company. Mr. Gibson, a graduate of Southern Methodist University, is a charter member of the Park Cities Baptist Church and a member of the National Association of Life Underwriters, General Agents and Managers Conference and the American Society of Chartered Life Underwriters.

★  
**L. M. DEVER**, a veteran of 27 years with Firestone Tire and Rubber Company, is the firm's new Dallas district manager. He succeeds **J. H. BOWMAN**, who was recently named Southwest manager.

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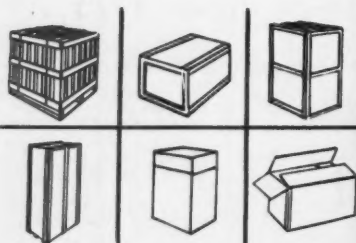
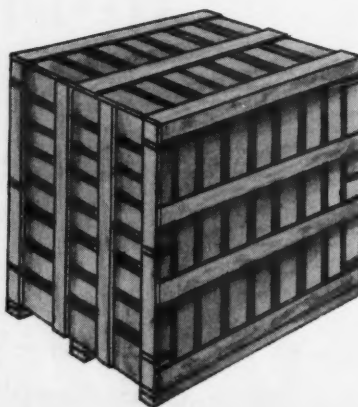


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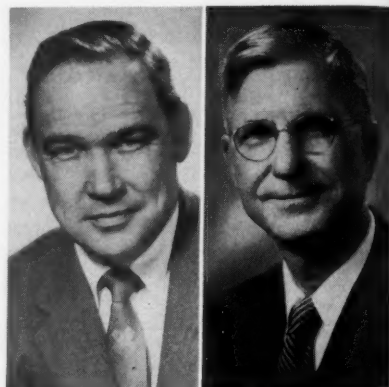


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## Appointments and Promotions—



CULLUM

RUTHERFORD

**ROBERT B. CULLUM** has been elected a member of the board of directors and **P. M. RUTHERFORD, JR.**, has been appointed vice-president and commercial manager of Dallas Power & Light Company. A native of Dallas, Mr. Cullum holds a B.S. degree from Southern Methodist University and is president of A. W. Cullum & Company and of Tom Thumb Super Markets. He is also president of the Cotton Bowl Athletic Association, with which organization he has been actively associated for many years. Mr. Rutherford, an electrical engineering graduate of the University of North Carolina, was commercial manager and head of the commercial department of Dallas Power & Light before his promotion.



**DONALD J. WITHERS**, formerly of Lakeview, Mich., is the new national sales manager of the Lanpar company, Dallas pharmaceutical manufacturers. Formerly associated with the Meade, Johnson company in Boston, Mr. Withers was named "Sales Manager of the Year for 1955," a national championship title. The new executive and his family have established residency in Dallas.



## Appointments and Promotions

**G. H. NAYLOR** has been promoted from chief marketing accountant to assistant to the comptroller of the Magnolia Petroleum Company. Other changes announced include **G. M. CURTIS**, chief marketing accountant; **J. ROBERT ROSS**, chief general accountant; **C. W. SMITH**, assistant chief accountant; **JOHN C. BOOTH, JR.**, manager of the methods research department; and **D. S. SUMMERS, JR.**, manager of the audit department.

**HOWARD STAFFORD** has been appointed head of the music activities department of Allied Artists of America. Mr. Stafford, who will complete work on his doctorate in music this year, has been in the entertainment field for 12 years and is currently featured with the Cell Block Seven.

**ROBERT G. BURNS** has joined the sales staff of the Zelrich Company, steel warehousing firm. A World War II veteran, Mr. Burns will cover the West Texas territory as a phase of the company's sales expansion program.

★

**LLOYD WRIGHT** has been appointed press representative for the public relations department of the Baptist General Convention of Texas. Mr. Wright will receive his master's degree in journalism from the University of Texas in August. **E. C. WALKER** has assumed management of Sears, Roebuck and Company's Dallas regional buying offices. A Sears employee for 32 years, Mr. Walker has served 18 years in the company's Chicago offices.

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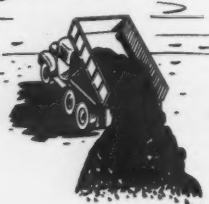
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Contractors**

## Appointments and Promotions



ANDREWS

**LEONARD E. B. ANDREWS** has been announced as assistant vice-president and public relations director of Texas Bank and Trust Company, and three other new officers have been named. **HUGH K. FREDERICK, JR.**, will be assistant cashier in the correspondent bank department; **ROBERT W. BEDDOW**, assistant cashier in operations; and **CALVIN R. E. STONE**, assistant vice-president. Mr. Andrews, a member of the Public Relations Society of America and Sigma Delta Chi, recently rejoined the bank. Previously he was with Texas Bank for three and one-half years.

**MARVIN L. SHELTON** will be general manager of the new shipping container division of Fleming and Sons, Inc., Dallas and southwestern makers of paper board. **THOMAS E. HOLDEN** has been named plant manager of the new division. The new division has been opened in connection with the firm's 64-year-old Oak Cliff mill. Mr. Shelton was previously with the Container Corporation of America in Fort Worth for 14 years as general manager.

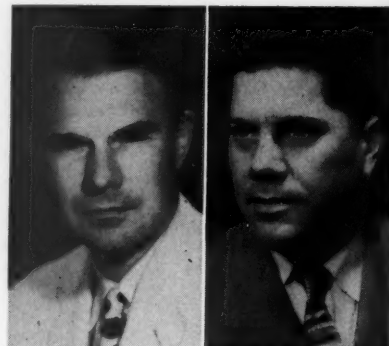
**HARRY A. COOPER** is the new vice-president and sales manager of Lone Star Boot Company, Dallas division of the Ranger Boot and Shoe Manufacturing Company. Mr. Cooper, who will make his home in Dallas, was previously with Sears, Roebuck for 19 years. He will expand the Lone Star sales force to cover the Southwest and Western states.

**GEORGE A. SHUTT** has joined the sales promotion and research staff of the Paul Berry Company. Mr. Shutt, a 1954 graduate of Yale, was recently released from the Air Force where he served as an administrative officer at Bergstrom Air Force Base.

**MRS. MAI WHITESIDE** has been named head of the new publicity and public relations department of Industrial Printing and Advertising Company. In addition to her new job, Mrs. Whiteside will continue as director of the firm's radio and television department. She is a staff correspondent and feature writer for a number of national business and professional publications and is the president of the North Texas chapter of the Texas Woman's Press Association.

**W. W. CLEMENTS**' title at Dr Pepper Company has been changed from vice-president and general sales manager to vice-president in charge of marketing. **ROBERT L. STONE**, former assistant general sales manager, has been promoted to sales manager. For Mr. Clements, the new title carries the same overall responsibility held previously in his supervision of all phases of the company's national marketing program.

**WARREN BLACK** has been appointed sales manager of Par Printing Company. An education major at the University of Illinois, Mr. Black was previously the owner of an investment brokerage firm.



TWEEDIE

BUEHRING

**E. FRED BUEHRING** and **W. A. TWEEDIE**, former Greenville and Garland plant managers of Temco, have been reassigned to the new Sales, Programming and Contract Administration organization headed by Vice-President **JOHN A. MAXWELL, JR.** Mr. Tweedie will be in charge of programming, and Mr. Buehring will be responsible for contract administration. Under this integration program, present assistant plant managers will assume control of operations at the other two locations. **W. N. HALL** has been named plant manager at Greenville, and **T. L. NORTON** was chosen general superintendent of manufacturing and tooling at the Garland operation of Temco.



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## Appointments and Promotions—



**JAMES R. YOUNG** has been elected vice-president and agency director of the Rio Grande National Life Insurance Company. Mr. Young, C. L. U., joined the firm in 1950 and became assistant vice-president in 1952. A graduate of Texas Christian University, he was former head of the insurance department of Louisiana State University. Also announced by the firm were the elections of **JOHN KNIGHT** as assistant vice-president; **ORLO L. KARSTEN, JR.**, assistant actuary; and **BILL S. ADKINS**, director of public relations.

★

**W. N. STANNUS** has been named vice-president in charge of the Reinsurance Division of Republic National Life Insurance Company. A veteran life insurance executive, Mr. Stannus formerly was resident vice-president in Little Rock for the company. **JOHN THOMAS**, who was previously connected with Republic's underwriting and planning divisions, will assume the duties of special reinsurance representative.

★

**DONALD B. KLEINSCHMIDT** has been promoted to chief draftsman for Hedrick, Stanley and Morey, architects and engineers. A graduate of Texas Technological College and Harvard University, Mr. Kleinschmidt formerly was a member of the design staff. He has been with the firm for three and one-half years.

★

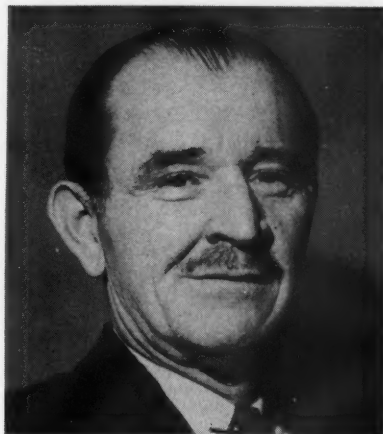
**LOUIS A. HEUSS** is head of the new Dallas office and regional manager of Allen H. Dahme Associates Inc., a designing firm with headquarters in Comstock Park, Mich. **EDWARD N. FRIEDRICH** has joined the Dallas staff as a project designer and construction coordinator.

## Appointments and Promotions

**WALTER E. SMITH** has been named purchasing agent for The British-American Oil Producing Company. A graduate of the University of Colorado with a degree in engineering, Mr. Smith started his career with British-American in 1936, and has been assistant purchasing agent in the firm's head office at Dallas from 1953 until the present promotion.

★  
**MISS MARGARET FAY MURRELL** and **MRS. MARY McWILLIAMS JOHNSON** have been named to new positions on the advertising staff of the Southern Union Gas company. Miss Murrell, a graduate of Tyler Junior College and TSCW, has been promoted to supervisor of institutional advertising. Mrs. Johnson, formerly employed by the Crook and Ted Workman agencies, will handle all merchandise advertising design.

★  
**E. C. TEER** has been named general plant manager of National Plating and Processing Company's new Texas division plant in Grand Prairie. Mr. Teer, a native of Dallas, has been an employee of National for six years and has had 24 year's experience in the field of metal processing.



**LOUIS G. JAMES** has been elected a vice-president of Lone Star Gas Company and its subsidiary, Lone Star Producing Company. Mr. James began his career with Lone Star in 1923 in Dallas, holding various positions until his election as comptroller in September, 1954. He is active in various associations connected with the gas utility business, serving on committees of the American Gas Association, Southern Gas Association, and American Petroleum Institute.

**ANDY BARNETT**, vice-president and general sales manager of operations, and **EMMET O'NEIL**, general sales manager, have been elected to the board of directors of Comet Rice Company. Mr. Barnett has been with Comet since 1938 and became the firm's production vice-president in 1956. Mr. O'Neil made a national survey for Comet in 1955 and was subsequently named general sales manager in 1956.

★  
**MRS. LA HOMA PRINGLE** has been named director of public relations and special events at Titcher-Goettinger. A native Texan, Mrs. Pringle is a national authority on teen-age fashions and has worked as a consultant and stylist for this age group with several New York manufacturers. She plans to establish a Youth Center at Titcher's.

★  
**MARGARET H. KREILING** has been appointed chief stewardess for Slick Airways. Miss Kreiling has had 12 years' airline experience in the fields of communications, administration and flight operations. In her new work, she will supervise 70 hostesses for one of the largest charter operations in the world.

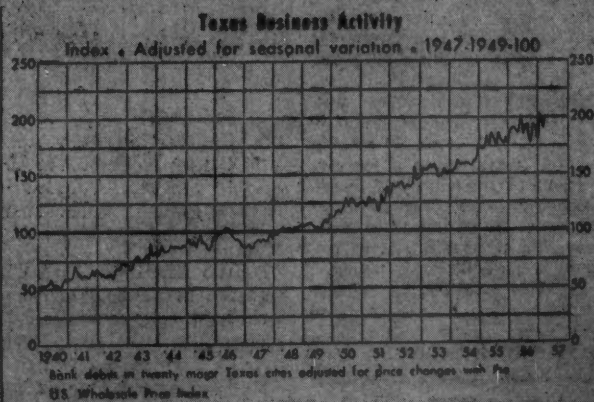
# Uptrend in Business Continues for Texas

## Retail Trade Competition Called Fierce

Analyst Predicts Continued Good Business in 1957

Times Herald Austin Bureau

AUSTIN—Retail trade good though competitive



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DALLAS, TEXAS

## Industry Output Sets Pace

By MARGARET HAYES  
Times Herald Austin Bureau

AUSTIN—Texas business is continuing to move in nearly all categories checked by the University of Texas Bureau of Business Research, which Saturday reported 8 per cent gains for April over a year

## Appointments and Promotions



WAGNON

WEBSTER

OGILVIE

### Olmsted-Kirk Names New Officers

Olmsted-Kirk Company, wholesale paper distributors, has elected four new officers. Named as vice presidents are James S. Wagnon, former treasurer; Jack L. Webster, former secretary, and Troy M. Ogilvie. Each of these men is a veteran member of the company with 25 or more years of service. Quincy M. Lutterloh was elected assistant secretary and senior accounting officer.

**LINK CLAY** has joined J. Frank Holt & Company, insurance agency, as a solicitor. Mr. Clay is a graduate of Southern Methodist University with a major in business administration.

**ORRIS L. BLACKBURN** of Florence, Alabama, has been appointed new manager of Stanford Furniture Stores in Dallas. Mr. Blackburn has been in the retail furniture business in Florence for 16 years.

**MISS CAYE CHRISTIAN**, former assistant advertising manager of Gimbels in Philadelphia and Cheltenham, Pennsylvania, has been named advertising director of Neiman-Marcus. Miss Christian attended the University of Pennsylvania and served in the Women's Auxiliary Corps during World War II as a public relations reporter.

**EUGENE SIMMONS** has been promoted to general stores manager for Watson Electric Supply Company, wholesale distributor. Mr. Simmons has been with the firm for six years. In his new position, he will be responsible for the purchasing department and store operation for the Dallas office and warehouse, as well as branch offices in Sherman, Tyler and Waco.

**WILLIAM L. JOHNSON** and **NATHANIEL GIBBS** have been appointed to the newly-created positions of assistant advertising manager of The Dallas Times Herald. Mr. Johnson, who joined The Times Herald in 1954, will be responsible for furniture, appliances, and suburban advertising. Mr. Gibbs, who has been with the newspaper since 1952, will supervise sales activities in the food, drug, and apparel fields.



### Headquarters for **CUPPLES** Aluminum Windows

Double hung, picture windows, sliding windows, awning windows — the name specified by more and more architects and contractors is "CUPPLES"! Every unit carries the A.W.M.A. seal for strength, air infiltration, and materials — confirmed by the Pittsburgh Testing Laboratory.

Despite the high quality, Cupples windows are surprisingly low in cost, and readily available from ...



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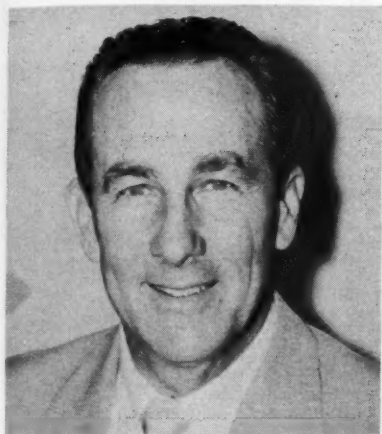
Telephone HA-8-1331

2722 Logan Street

Dallas 15, Texas



## Appointments and Promotions—



**CAPTAIN DAN HUGHES, JR.**, chief pilot for Braniff International Airways and a 22-year veteran with the airline, has been named director of flight operations. Mr. Hughes attended the University of Florida and was graduated from Brooks and Kelly Fields in San Antonio. He joined Braniff as a co-pilot in 1935 and was named chief pilot for the airline in January, 1947. Braniff also has announced the promotion of **CAPTAIN C. T. RAINES**, who has been assistant chief pilot since 1953, to chief pilot for the airline's entire domestic and international system. Mr. Raines, a 20-year veteran Braniff pilot, received a B.S. degree in engineering from Georgia Tech, and learned to fly at Randolph Field. He was at the controls of Braniff's inaugural flight to South America in 1948.

★

**GRAFTON L. JETER** has been promoted to chief dispatcher for Magnolia Pipe Line Company, Dallas. Mr. Jeter joined the firm in 1931, and has been assistant chief dispatcher since 1951. His new position will place him directly in charge of scheduling and dispatching of crude oil and products through the company's nearly 10,000 miles of pipe lines extending from Texas to Ohio.

★

**JIM CAMP** has been appointed public relations director for the Dallas division of Grant Advertising, Inc. Mr. Camp is well known throughout the trade due to his experience in various phases of industry, including merchandising, sales, advertising, public relations, management consultant and food brokerage.

★

**MRS. WILLIE JOHNSON** is the new head of the layout department at Par Printing company. She will supervise final assembly of art and photographic work.

DALLAS • JUNE, 1957



*a solid citizen*

**TEXAS EMPIRE LIFE  
AND ACCIDENT INSURANCE COMPANY**

Hilton Painter, President

Dallas



## GOOD DESIGN, *Well Printed* WINS NATIONAL RECOGNITION

Wm. S. Henson, Inc., was selected as a 1957 winner in the Seventh Annual Lithographic Awards competition as announced by the National Lithographers Association.

The winning printed piece was the 1956 Mid-Year Review for Texas Instruments, Inc., created by Don L. Baxter, Inc., agency, under the art direction of Bill Taylor.

The type composition was by Jaggars-Chiles-Stovall, Inc., and the lithographic plates were made by Blanks Engraving, Offset Department. All of which means that Dallas firms working together can and do make a winning combination.

**WM. S. HENSON, INC.**  
*Advertising Printers Since 1890*

LETTERPRESS AND  
OFFSET LITHOGRAPHY

1725 N. ST. PAUL • PHONE RI 2-6841 • DALLAS

*Annual Reports, Publications, Catalogs, Brochures, Booklets*

# ADVERTISERS IN THIS ISSUE

## AND THEIR ADVERTISING AGENCIES

ACME BUILDING MAINTENANCE.....	64	FREEMAN DECORATING CO.....	68	ROGERS PRINTING CO.....	59
THE ACERS COMPANY.....	87	FRIDEN CALCULATING MACHINE AGENCY.....	43	Agency—Don L. Baxter, Inc., Advertising	
ADLETA SHOWCASE & FIXTURE MFG. CO.....	50	FRISCO RAILWAY.....	63	RUTHERFORD BUSINESS SERVICE.....	78
Agency—Tracy-Loche Co., Inc., Advertising		Agency—Warner & Todd, Inc., St. Louis, Mo.		SACKS EMPLOYERS SERVICE.....	91
ADOLPHUS HOTEL.....	37	GARRETT EQUIPMENT COMPANY.....	44	SCHEPPS DAIRY.....	89
Agency—The Jordan Company, Advertising		GRAN HOTEL ANCIRA.....	69	Agency—Sam Bloom Adv.	
AMERICAN SAVINGS & LOAN ASSOCIATION.....	61	GREAT NATIONAL LIFE INS. CO.....	85	JOHN A. SCOTT.....	50
ARTHUR'S RESTAURANT.....	47	FELIX HARRIS & COMPANY.....	46	Agency—Don L. Baxter, Inc., Advertising	
Agency—Wyatt & Bearden, Advertising		Agency—James H. Susong, Advertising		THE SESSIONS COMPANY.....	48
AUSTIN-GODFREY DUDE RANCH.....	57	HARTSON BUREAU OF INVESTIGATION.....	101	Agency—K. B. Moreland & Co., Advertising	
LEONARD AYERS LAND PLANNERS.....	57	EARL HAYES CHEVROLET CO.....	23	SHERATON CORP.....	4
BAKER HOTEL.....	24	Agency—M. O. Rike Jr. Adv.		Agency—Barton, Barton, Durston & Osburn, Boston, Massachusetts	
Agency—Alert Advertising Agency, Galveston		WM. S. HENSON PRINTING CO.....	97	SHELBY OFFICE SUPPLY.....	66
BAKER RAULANG CO.....	43	HEREFORD, CAIRNS & CO. INS.....	77	Agency—Ted Workman Adv.	
Agency—G. M. Barford Company, Advertising, Cleveland, Ohio		HESSE ENVELOPE COMPANY.....	86	SIMPSON & CATHEY INS.....	59
CARL BARNETT CONTRACT SALES.....	44	Agency—Ted Workman Adv.		SOUNDCRIBER SALES CORP.....	62
BEATTY ENGINEERING CO.....	69	HUDSON & HUDSON.....	77	SOUTHERN CLEANERS & LAUNDRY SUPPLY CO. INC.....	33
BENNETT PRINTING CO.....	83	HUEY & PHILIPS.....	61	SOUTHERN KITCHEN.....	49
Agency—Taylor-Norsworthy, Advertising		Agency—Las. W. Huff, Advertising		Agency—Paul Berry Company	
BUD BIGGS STUDIO.....	33	HUMBLE OIL & REFINING COMPANY.....	102	SOUTHERN TRUST & MORTGAGE CO.....	57
Agency—James H. Susong, Advertising		Agency—McCann-Erickson, Inc.		SOUTHLAND LIFE INS. CO.....	71
BLUE BEAR MOTEL.....	50	INDUSTRIAL PROPERTIES CORP.....	56	Agency—DeJernett Advertising	
BLUE DIAMOND COMPANY.....	96	Agency—John Peyton Dewey, Advertising		SOUTHWESTERN ADV. & MARKETING.....	41
Agency—James H. Susong, Advertising		JAY'S MARINE GRILL.....	51	SOUTHWESTERN LIFE INS. CO.....	71
BOSCO, BOLT, NUT & SCREW CO.....	101	WALTER JETTON CATERING.....	76	Agency—Crook Advertising	
Agency—Van Roberts, Advertising		THE KELLEY OFFICE SERVICE.....	50	SOUTHWESTERN SHEET METAL & MFG.....	67
JOHN P. BOUNDS & SON.....	48	LEO L. LANDAUER & ASSOCIATES INC.....	68	SPARKMAN-BRAND INC.....	68
A. J. BOYNTON & CO.....	103	LANE CONTAINER CO.....	90	Agency—Thomas R. Leslie, Advertising	
Agency—Sam Bloom Advertising Agency		Agency—Hepworth Advertising Company		STATE FAIR OF TEXAS.....	60
BRIGGS-WEAVER MACHINERY CO.....	79	K. A. LIFSON & ASSOCIATES.....	48	Agency—W. W. Sherrill Co., Advertising	
Agency—Taylor-Norsworthy, Inc.		Agency—Ted Workman Adv.		STATLER HILTON HOTEL.....	28
CANNON BALL CHAIR RENTAL CO.....	71	J. W. LINDSLEY & COMPANY.....	85	Agency—McCann-Erickson Inc., Advertising	
CARPENTER BROS. CONTRACTORS.....	61	LONE STAR CADILLAC CO.....	2	DOIN L. STERLING.....	51
CHATEAUBRIAND RESTAURANT.....	43	Agency—Rominger Advertising		STEWART OFFICE SUPPLY.....	23
CITY TRANSPORTATION CO.....	69	LONE STAR GAS COMPANY.....	84	Agency—Grant Advertising, Inc.	
Agency—James H. Susong, Advertising		Agency—Ruthrauff & Ryan, Inc., Advertising		STROMBERG-CARLSON.....	85
CLASSIFIED PARKING SYSTEM.....	64	MARIO'S RESTAURANT.....	39	Agency—Charles Rumrill & Associates Advertising, Rochester, N. Y.	
CLOUD EMPLOYMENT SERVICE.....	63	MATTHEWS ENGINEERING CO.....	61	SYLVESTER'S.....	47
Agency—Eldred J. Robinson, Advertising		Agency—Grant Advertising, Inc.		W. A. TAYLOR CO.....	77
OTTO H. COERVER CO., INC.....	56	MERCANTILE NATIONAL BANK OF DALLAS.....	104	Agency—Hepworth Advertising Company	
Agency—Hepworth Advertising Company		Agency—Ratliff Advertising Agency		TEXAS BANK & TRUST CO.....	88
COTTON BELT ROUTE.....	100	METROPOLITAN SAVINGS & LOAN ASSOC.....	100	Agency—Grant Advertising, Inc.	
Agency—Batz-Hodgson-Neuwachner, St. Louis, Missouri		ED MILEY, PHOTOGRAPHER.....	49	TEXAS BITULITHIC CO.....	92
CRABTREE STUDIOS.....	91	HENRY S. MILLER COMPANY.....	47	Agency—R. J. Burke Advertising, Inc.	
DALLAS ASSOCIATION OF INS. AGENTS.....	91	VANCE K. MILLER CO.....	41	TEXAS DELIVERY WAREHOUSE.....	75
Agency—Ayers Compton Associates		KENNETH MURCHISON & CO.....	55	Agency—James H. Susong, Advertising	
DALLAS FEDERAL SAVINGS & LOAN.....	55	Agency—E. G. Shumard, Advertising		TEXAS DISTRIBUTORS, INC.....	65
Agency—Crook Advertising		MURRAY INVESTMENT CO.....	39	Dowdell-Merrill, Inc., Advertising	
DALLAS FOUNTAIN & FIXTURE CO.....	66	Agency—Malton Advertising		TEXAS EDUCATIONAL AIDS.....	90
DALLAS HOMEFURNISHING MART.....	31	MUSTANG SHEET METAL & MFG.....	62	Agency—Paul Berry Company, Advertising	
DALLAS HOTEL ASSOCIATION.....	52-53	MCCORMICK STEEL COMPANY.....	93	TEXAS EMPLOYER'S INS. ASSOC.....	5
DALLAS MERCHANDISE MART.....	72	Agency—Clausal Industrial Advertising, Houston, Texas		Agency—DeJernett Advertising	
DALLAS PIONEER.....	6-99	SAM ROSS McELREATH COMPANY.....	77	TEXAS OFFICE FURNITURE CO.....	74
DALLAS POWER & LIGHT CO.....	40	McMATH-AXILROD CORP. (Community Chest).....	3	Agency—The McCarty Company of Texas, Inc.	
Agency—Rogers & Smith, Advertising		Agency—Van Roberts, Advertising		TEXAS REFRIGERATION & ENGINEERING CO.....	48
DALLAS TRANSIT CO.....	78	NATKIN & COMPANY.....	57	THOMAS OPTICAL CO.....	74
Agency—The McCarty Company of Texas, Inc.		Dowdell-Merrill, Inc., Advertising		Agency—Dicklow Advertising	
DALLAS TRANSFER & TERMINAL WHSE. CO.....	100	OAKS MANOR MOTOR HOTEL.....	94	TOWN HOUSE MOTOR HOTEL.....	44
Agency—Marvin Winsett Advertising		Agency—Sanders Advertising		TRANS-TEXAS AIRWAYS.....	74
DALLAS UNION SECURITIES CO.....	94	OLDHAM LUMBER COMPANY.....	55	Agency—Tracy-Loche, Inc., Advertising	
Agency—Crook Advertising		ORKIN EXTERMINATORS.....	55	TRINITY STEEL CO. INC.....	80
DALLASITE MOTOR HOTEL.....	39	PADGETT PRINTING CO.....	79	Agency—Clark-Dunnington-Huffines Adv.	
DATICS CORPORATION.....	45	PARKWAY MOTOR HOTEL.....	51	UNITED FIDELITY INS. CO.....	33
Agency—Evans & Associates, Fort Worth		PHILLIPS, PROCTOR & BOWERS CO.....	94	Agency—R. B. Moreland & Co., Advertising	
DAVIS BROTHERS.....	56	Agency—Sam Bloom Advertising Agency		L. R. WARD STEEL PRODUCTS CO.....	66
DICTAPHONE CORP.....	97	PROCTOR PRINTING CO.....	91	HOWELL H. WATSON.....	48
DORSEY COMPANY.....	95	PURNELL ADV. AGENCY.....	69	WILHIDE EQUIPMENT CO. INC.....	62
ELLIS-SMITH & CO.....	64	REPUBLIC NATIONAL BANK OF DALLAS.....	21	Agency—Hepworth Advertising Company	
Agency—Ayers Compton Associates		Agency—Glenn Advertising, Inc.		E. M. WOOD SIGNS.....	51
EMMETT'S RESTAURANT.....	85	ROCK ISLAND LINES.....	35	Agency—Glenn Advertising	
S. I. EWING & COMPANY, INC.....	69	Agency—The Caples Co., Advertising, Chicago		YOUNGBLOOD'S.....	67
R. P. FARNSWORTH & CO., INC.....	70			Agency—Circle Advertising Agency, Inc., Waco	
FIRST NATIONAL BANK IN DALLAS.....	8			JUNE YUNKER.....	90
Agency—Rogers & Smith, Advertising					
FISCHBACH & MOORE.....	78				
Agency—Ehrlich, Newirth & Sobo, New York, N. Y.					

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TO INCREASE SALES AND  
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**DALLAS**  
**in 1957**

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# Dallas *Pioneers*



Established

**1869** Padgett Bros.  
Company

Leather Goods —  
Wholesale and Retail

**1872** Dallas Transit  
Company

Street Railway

**1874** Bolanz &  
W. C. (Dub) Miller

Real Estate and Insurance

**1875** First National  
Bank in Dallas

Banking

**1875** Dallas Transfer &  
Term. Whse. Co.

Warehousing, Transportation,  
and Distribution

**1879** Texlite, Inc.

Manufacturers of Porcelain Enamel  
and Plastic Products for the  
Sign and Building Industries

**1887** Buell & Company

Building Material  
Distributors

**1884** The Dorsey  
Company

Printers — Lithographers  
Stationers — Office Furniture

**1885** Mosher Steel  
Company

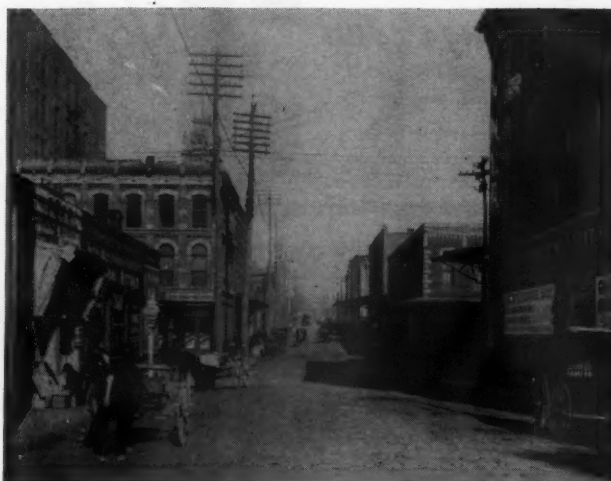
Structural Reinforcing  
Steel and Machinery Repairs

**1893** Fleming &  
Sons, Inc.

Manufacturers — Paper  
and Paper Products

**1893** Oriental Laundry  
and Cleaners

Finer Laundering, Cleaning,  
and Fur Storage



DALLASITES were just getting used to their first electric street cars when the above South Akard Street picture was made about 1890. Looking North from about Jackson Street, the tower of Dallas third city hall, located on the present site of the Hotel Adolphus, looms in the upper left background. The Oriental Hotel which opened in 1893 on the present site of the Baker Hotel, was not yet a part of the Dallas Skyline. Among the prominent real estate firms operating in Dallas at that time was the partnership founded in 1874 by J. F. Murphy and Charles F. Bolanz. In the eighties as Dallas became the center of Texas Immigration and land sales, this firm maintained a complete map department. Its mapmakers, many of them former European army officers, made some of the earliest maps of Dallas and this section. Through the years, Bolanz & Bolanz has had a part in developing such important Dallas subdivisions as Oak Lawn. During the past quarter century, the firm has carried on an extensive property management and insurance business. In September, 1937, the present head of the firm, W. C. (Dub) Miller, joined the company and in November, 1956, its name was changed to Bolanz and W. C. (Dub) Miller. A two term Dallas city councilman, W. C. (Dub) Miller is Chairman of the building and management committee for the new Memorial Auditorium now near completion just a few blocks South of the locale of this early day Akard Street photograph.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1893** Sparkman-Brand  
Inc. Morticians

Originally, Loudermilk,  
Broussard and Miller

**1899** Seay & Hall

All Lines of Insurance

**1900** John Deere  
Plow Company

Agricultural Instruments

**1900** The Murray Co.  
of Texas, Inc.

Carver Cotton Gin Division 1807  
Boston Gear Works Division 1880  
Industrial Supply Division 1907

**1902** Hunter-Hayes  
Elevator Co.

Passenger, Freight and Home  
Elevators

**1903** Republic Insurance  
Company

Writing Fire, Tornado, Allied Lines,  
Inland Marine, and Automobile  
Insurance

**1904** T. A. Manning  
& Sons

Insurance Managers  
Fire — Casualty

**1906** Hesse Envelope  
Company

Manufacturers of Envelopes  
and File Folders

**1910** Moser Co.  
Realtors

Industrial and Commercial  
Leases and Sales

**1914** Texas Employers  
Insurance Ass'n.

Workmen's Compensation  
Insurance





Freight Specialists Since 1877

your insured savings earn **3<sup>1</sup>/<sub>2</sub>%**

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## RIGGING, ERECTING, HEAVY HAULING

*Equipment to Handle the Big Jobs.*

Specialized equipment and personnel with "know how" to handle all kinds of heavy machinery setting, rigging, erecting and heavy hauling. Listed below is a partial list of our equipment:

20-ton Northwest Motor Crane with 100-foot boom for hoisting jobs and similar operations. . . . Winch Trucks equipped with trailers and lowbed trailers to handle movement of all types of machinery. . . . Hydraulic Fork-Lift Trucks for the efficient and speedy handling of machinery and other equipment. . . . Small Trucks equipped with Hydraulic Lift Gates for economical and proper loading and unloading. . . . 100-ton Guy Derrick for dismantling or erecting extremely heavy equipment. . . . 10-ton Guy Derricks for lighter-weight steel-erection jobs. . . . Portable Elevators, Stacking Machines, A-Frames and other expeditors used in conjunction with large operating equipment.

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ESTABLISHED 1875

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President

C. E. Bradley  
Vice-President

R. M. Waskom  
Secy.-Treas.

**Dallas Transfer  
AND TERMINAL  
WAREHOUSE CO.**

2ND UNIT SANTA FE BLDG.



## Appointments and Promotions—



**G. W. (JACK) WALTON** has been appointed president of Ideco, Inc., formerly the Ideco Division of Dresser Equipment Company, which has been reorganized and renamed. Since 1954, Mr. Walton has been executive vice-president of this Dresser subsidiary. A native Texan, he was born in Belton and educated at the Rolla School of Mines where he studied mining engineering. In recent years he has helped establish manufacturing facilities for Ideco oilfield products in England, France, Italy and Austria. Other officers reappointed in the new company in the same capacity as before include **W. O. COOK**, vice-president in charge of engineering and manufacturing; **G. G. WILBUR**, assistant to the president and vice-president in charge of export sales; and **E. F. SHIELS**, vice-president in charge of domestic sales.

**RALPH B. HUGHES** has joined Benson Engineering Company as a sales engineer. A graduate of Southern Methodist University in the school of Mechanical Engineering, Mr. Hughes previously had his own business, the Hughes Air Conditioning Company.

**J. E. BOURLAND** of Dallas has been appointed as distributor of architectural porcelain in the Texas, Oklahoma, and New Mexico area for Davidson Enamel Products, Inc., of Lima, Ohio. His office will be located at his home, 2302 Kessler Parkway, Dallas 8, telephone WH 6-7035. Warehouse address is 413 North Tyler Street.

**BILL MAY** has joined the sales staff of William S. Henson, Inc., Dallas Printing company. Mr. May, a graduate of North Texas State College in Denton, is a veteran of more than 12 years in the printing business.

## Appointments and Promotions—

**DR. ROBERT R. BERUEFFY** has been appointed research director of the Lanpar Company, Dallas pharmaceutical manufacturers. Dr. Berueffy is a former chairman of the Department of Chemistry at Hartwick College. He holds two Ph.D. degrees, one in biochemistry from St. Thomas University, and another in physiology and pharmacology from the University of Nebraska School of Medicine, where he later taught. Author of many publications on chemistry and pharmacy, Dr. Berueffy is listed in American Men of Science and Leaders in American Science.

★  
**T. JACK CLARK** has been promoted to assistant vice-president of the Traders & General Insurance Company. Mr. Clark, a graduate of Southeastern Oklahoma University, has served in the legal department of the firm for the past several years. In his new post, he will head the recently-created liability claim division under the general direction of **J. A. JONES**.

★  
**HELEN KRUTILEK** is now associated with Francine, Brides, 6138 Berkshire Lane, Preston Center, Dallas, as custom designer and bridal consultant.

## SCREEN YOUR EMPLOYEES BEFORE HIRING

POLYGRAPH (LIE DETECTOR) SERVICE  
FINGER PRINTING INVESTIGATIONS

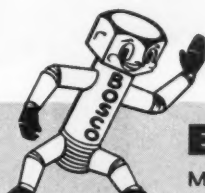
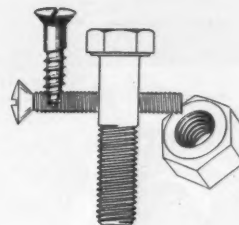
### HARTSON BUREAU OF INVESTIGATION

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OVER 35 YEARS SERVICE

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**O**ne source in the  
**S**outhwest with a  
**C**omplete stock  
**O**f industrial fasteners!



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Complete Stocks • Packaged and Bulk

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CRABTREE STUDIO/DALLAS

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To help you plan a carefree vacation anywhere in the U. S., Canada or Mexico, HUMBLE TOURING SERVICE will prepare a Trip Kit especially for you. This Kit will supply you with marked maps of the areas you wish to travel, a trip log, suggested routes, and information about road conditions and places of interest. If you're traveling to Mexico, ask for Humble's special

"Mexico Package," containing Humble's road map of Mexico and "Touristips for Mexico," a helpful booklet for travelers south of the border. Of course, there's no cost or obligation.

**Pick up your Touring Service Request Card (postage prepaid) under any Humble sign, or write to—**

**HUMBLE** *TOURING SERVICE*

Humble Building  
P. O. Box 2180  
Houston 1, Texas

**HUMBLE OIL  
& REFINING  
COMPANY**

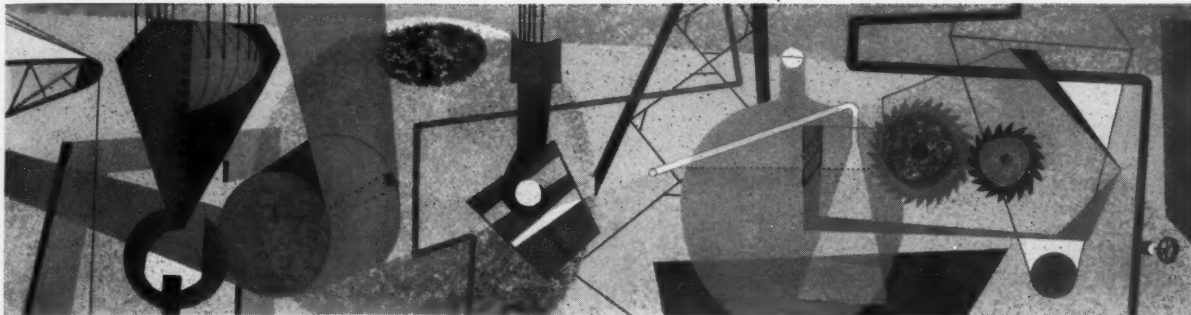
### **VISITING MEXICO?**

Humble Touring Service offices at Laredo and Brownsville will help you with details in crossing the border.

Laredo—intersection Highways 81, 59 & 359.

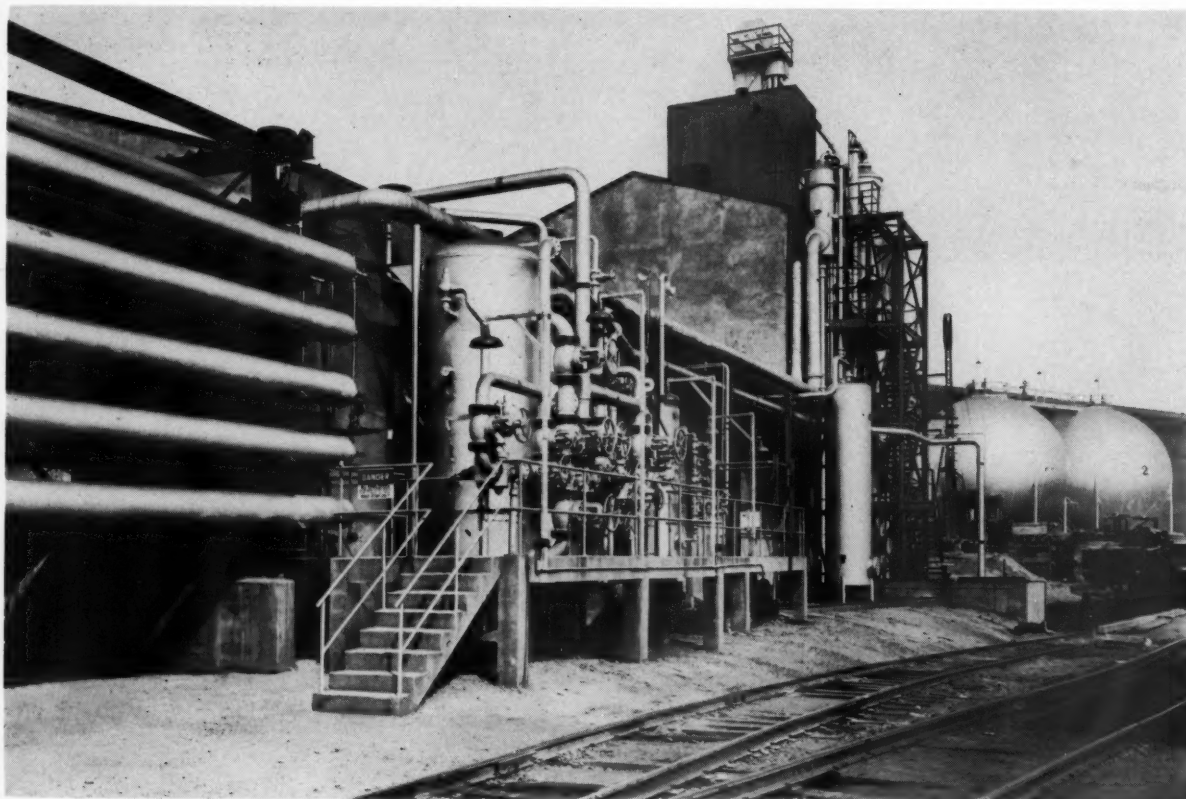
Brownsville—at Gateway Bridge, Elizabeth & 14th Streets.





**ENGINEERING  
HAS REAL MEANING  
FOR YOU IN  
YOUR ULTIMATE PROFIT**

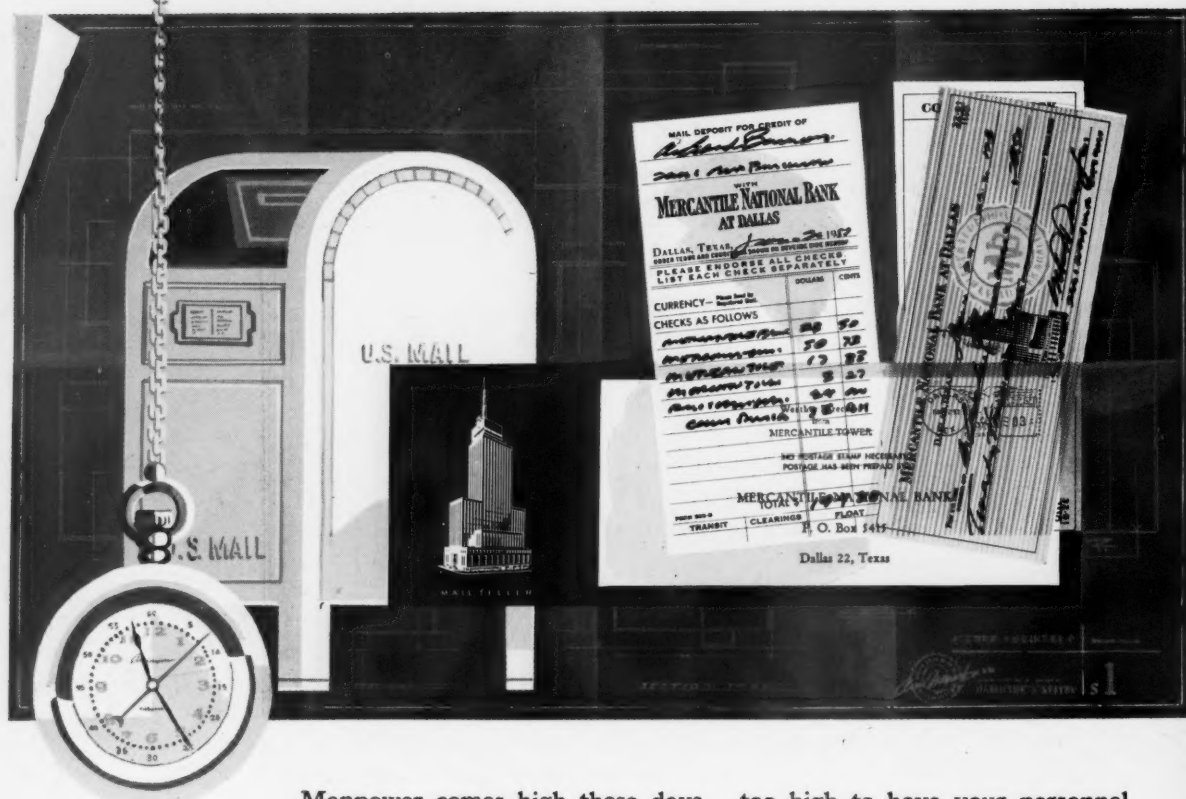
*and, of course, the more complete  
your engineering, the more  
marked these advantages will be.*



OXYGEN PRODUCING, STORAGE AND DISTRIBUTION PLANT, WHEELING STEEL CORP., STEUBENVILLE, OHIO WORKS

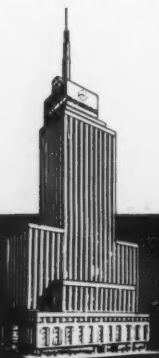
**A. J. BOYNTON** AND COMPANY  
*Engineers and Technical Counselors*  
FIDELITY UNION LIFE BUILDING • DALLAS, TEXAS

# TIME ENGINEERING = MERCANTILE DEPOSIT-BY-MAIL



Manpower comes high these days...too high to have your personnel taking the time to bring deposits to the bank. Why waste this effort when the mail chute in your building...or the mailbox on the corner is a "teller" for you...a time, energy and labor-saving teller...*always open for business!* Your account is credited promptly with the deposit and a return receipt is sent you for your records.

Join the progressive firms and individuals who are banking this modern time-engineering way. To begin convenient Mercantile Deposit-by-Mail service, just dial the "Big Friendly Bank for Everybody" RI 1-4181 for complete information.



## MERCANTILE NATIONAL BANK

DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

